



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
FOURTH YEAR FIRST YEAR**

**SCHOOL OF BUSINESS AND ECONOMICS  
BACHELOR OF ENTREPRENEURSHIP**

**COURSE CODE: BSE 4103-1  
COURSE TITLE: CONSULTING AND  
COUNSELING IN SMALL  
ENTERPRISES**

**DATE: 6/12/2023**

**TIME: 0830-1030 HRS**

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**INSTRUCTIONS TO CANDIDATES:**

Instruction: Answer Question ONE and any other THREE Questions

**Read the case study below and answer the Question 1**  
**December 2023**

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**QUESTION ONE: 20 (MARKS)**

Janice is a highly trained and skilled professional counselor who plays a crucial role in assisting individuals, couples, families, and groups to address and manage a wide range of emotional, psychological, and interpersonal challenges. Her work is characterized by a deep commitment to promoting mental health, emotional well-being, and personal growth in her clients. With years of specialized education and training, Janice possesses a comprehensive understanding of the intricate workings of the human mind and emotions.

Janice's role encompasses a multifaceted approach, where she diligently assesses her clients' needs, strengths, and areas of concern. Utilizing an array of evidence-based therapeutic techniques and psychological frameworks, she engages her clients in meaningful conversations and interventions. Her capacity for empathy and active listening fosters a safe and non-judgmental environment in which clients can openly express their thoughts and emotions. This environment is essential for clients to feel heard and understood as they embark on their therapeutic journey.

Confidentiality is a cornerstone of Janice's ethical practice. She ensures that her clients' personal information is safeguarded, upholding the utmost discretion in all interactions. Setting clear, realistic, and attainable goals with her clients is another hallmark of her practice. These objectives serve as guideposts for progress and provide clients with a sense of direction in their pursuit of personal growth and well-being.

Moreover, Janice offers unwavering support during challenging times, assisting clients in identifying and resolving problems, managing stress, and developing effective coping strategies. Her expertise empowers clients to make informed decisions and implement positive changes in their lives.

In her role as a counselor, Janice is deeply attuned to cultural sensitivity, embracing diversity, and recognizing the importance of inclusivity. She ensures that her practice is respectful of clients from various backgrounds, valuing the unique perspectives and experiences they bring to the therapeutic process.

Janice's commitment to ethics and professionalism is unwavering. She adheres to a strict code of ethics and professional standards, maintaining the highest level of integrity and accountability in her interactions with clients. Continual professional development is a cornerstone of her practice, enabling her to stay abreast of the latest research, therapeutic techniques, and best practices within the dynamic field of counseling.

*Answer the following five questions addressing the above case study:*

A. Outline **five** ways in which Janice's specialized education and training contribute to her ability to effectively assist individuals, couples, families, and groups in addressing complex emotional and psychological challenges.

(5 marks).

B. Describe any **two** specific examples of the evidence-based therapeutic techniques and psychological frameworks that Janice utilizes in her counseling practice, and any **three** ways they benefit her clients.

(5 marks)

C. Write a short narrative on how Janice's empathetic approach and active listening skills create a safe and non-judgmental environment for her clients, and why is this environment essential for the success of the therapeutic process.

(5 marks)

D. Elaborate on Janice's approach to maintaining strict confidentiality in her interactions with clients and how this commitment aligns with ethical principles in counseling.

(3 marks)

E. Explain how Janice's emphasis on setting clear, realistic, and attainable goals with her clients contribute to their progress and overall sense of direction in achieving personal growth and well-being.

(2 marks)

**QUESTION TWO: (10 MARKS)**

- a. With the use of appropriate examples, discuss the psychoanalytic modification techniques of counseling. (7 Marks)
- b. Examine **Three** common misconceptions held by clients who seek counseling services. (3 Marks)

**QUESTION THREE: (10 MARKS)**

- a. In the course of a typical consulting intervention, both the consultant and the client engage in a series of activities that constitute the consulting process. Identify and elucidate any **four** such activities. (8 Marks)
- b. Effective role-playing exercises necessitate realism and testing participants under conditions as close as possible to real-life situations. Identify any **Two** requirements for achieving effectiveness in role-playing during consultancy training. (2 Marks)

**QUESTION FOUR: (10 MARKS)**

Consultants provide essential objectivity, knowledge, and innovative approaches to organizations, enhancing and supplementing the existing teams. Discuss the purposes and benefits of hiring consultants. (10 marks)

**QUESTION FIVE: (10 MARKS)**

- a. Consulting demands specific training and development beyond academic and previous work experiences. There are **four** primary reasons for this requirement. Discuss. (8 Marks)
- b. Management consultants exhibit behaviors akin to other professions, actively seeking new markets, opportunities, and striving to meet clients' demand for fresh, innovative, and complementary services. Identify Two factors influencing consultants to engage in outsourcing their services. (2 Marks)

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