



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: info@must.ac.ke Email: info@must.ac.ke

University Examinations 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF INFORMATION SCIENCE

CIS 3351: INFORMATION CONSULTANCY

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer *Question one* and any other *two*

QUESTION ONE (30 MARKS)

- a) Define information consultancy **(2 Marks)**
- b) Outline four (4) principle ways the consultants help organizations **(4 Marks)**
- c) Explain three (3) ways in which information consultancy and brokerage is executed. **(6 Marks)**
- d) Describe the main types skills required in information consultancy. **(6 Marks)**
- e) Explain the factors leading to emergence of information brokerage **(6 Marks)**
- f) Discuss the importance of information intermediaries in consulting. **(6 Marks)**

QUESTION TWO (20 MARKS)

- a) Describe two (2) technical skills required for successful consultancy **(4 Marks)**
- b) Using examples explain three basic functions of the Information Intermediaries. **(6 Marks)**
- c) Using a diagram, explain (5) phases followed in consulting process. **(10 Marks)**

QUESTION THREE (20 MARKS)

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- a) Explain the (2) (distinct characteristics of information as a product. **(4 Marks)**
- b) Distinguish between Information Brokers and Information Consultants. **(6 Marks)**
- c) Discuss four (5) factors required while disseminating information for profitability. **(8 Marks)**

QUESTION FOUR (20 MARKS)

- a) Explain two (2) interpersonal skills needed to be a successful consultant. **(4 Marks)**
- b) Using relevant examples, discuss three (3) data collection methods in consultancy. **(6 Marks)**
- c) With relevant examples explain five (5) benefits of consulting in knowledge management **(10 Marks)**

QUESTION FIVE (20 MARKS)

- a) Outline four (4) benefits of library marketing in an information landscape. **(4 Marks)**
- b) Discuss the role of information technology in information consulting business. **(6 Marks)**
- c) Discuss five (5) areas of strategy consulting expertise in modern business environment. **(10 Marks)**