



**STRATHMORE BUSINESS SCHOOL**  
**BACHELOR OF FINANCIAL SERVICES**  
**END OF SEMESTER EXAMINATION**  
**BFS 2105: SELF DEVELOPMENT**

**DATE:** Mon, 29<sup>th</sup> JULY 2024

**TIME:** 15:30 – 17:30

**Instructions;**

Answer Question **ONE** and any Other **TWO** QUESTIONS

**Question One**

Read the following case study and answer the questions at the end.

**Frank's Stressful Semester**

It is May 20, 2024, Frank, a final year student at Strathmore University feels completely stressed out and frustrated and has reached out to you for advice. He is struggling with many issues that are affecting his academic performance. Frank really wishes to graduate with grades that are in the top 5 percent of his class because he wants to try for a scholarship for his Master's degree in 2025. There are three months until he must sit for his final exams. He has many competing priorities: he is trying to complete his research project due in a month before his final exams, he has to prepare for his final exams, he is learning the French language and is planning a trip to Paris, he is the President of the Chess Club and is responsible for organizing a big tournament at the end of June and he is helping care for his elderly grandmother who lives with him and his parents. Frank has also committed to completing three hours of community service every weekend and singing in the Choir at Church on Sundays.

Besides these responsibilities, Frank is working every Friday for a company that he plans to intern with full-time when his exams are over. He is having difficulties communicating with his supervisor, Don. He struggles with self-confidence issues and has been criticized for not being more assertive. Frank has undergone a Clarity 4D assessment and his dominant colour energy is Blue. Don shared with the team that his dominant colour energy is red. Frank also has difficulties working with his fellow team members at work. There are two team members in Frank's work project group, Denise and Samuel. Denise's dominant colour is Green and Samuel's dominant colour energy is Yellow. Frank and his team members are working on improving a Financial Planning App for Teachers. Their project is behind schedule which is adding to Frank's stress.

- a) Advise Frank on how he can manage his time better to achieve his academic goals and manage his extracurricular activities and other responsibilities. **(6 marks)**
- b) Suggest ways that Frank can manage his stress better. **(6 marks)**

- c) The Clarity 4D Assessment is based on the work of which prominent psychologist? Explain what the assessment is based on? **(10 marks)**
- d) According to the Clarity 4D Assessment, what are the strengths and weaknesses of the Blue Colour Energy? **(4 marks)**
- e) How can Frank communicate more effectively with Don using his knowledge of the Red Colour Energy? **(4 marks)**

**(Total 30 marks)**

### **Question Two**

Davina is pursuing an internship at a prestigious Financial Services firm. She has had trouble adjusting to the new culture and the formal dress code. She really wants to impress her new boss and colleagues. She is worried that she is not projecting a professional image. Additionally, she is having problems with public speaking. She is required to present to her colleagues regularly.

- a) Advise Davina on personal branding and how she can enhance her professional image **(10 marks)**
- b) Devise a plan to help Davina enhance her public speaking skills and presentations. **(10 marks)**

**(Total 20 marks)**

### **Question Three**

- a) Outline the steps to creating a personal development plan **(10 marks)**
- b) The Heidi Roizen case teaches many lessons on networking, describe four lessons on networking that you learned from the case. **(4 marks)**
- c) What is the GROW model and how can one use it for self-development? **(6 marks)**

**(Total 20 marks)**

### **Question Four**

- a) Compare and contrast coaching and mentoring. **(6 marks)**
- b) Describe three common myths about coaching **(4 marks)**
- c) Explain what is the Wheel of Life and how it applies to self-development? **(8 marks)**
- d) List **two** lessons you learned from the Big Rocks Case Study **(2 marks)**

**(Total 20 marks)**

### **Question Five**

- a) Define reverse mentoring. **(2 marks)**
- b) Explain the characteristics of effective meetings **(8 marks)**
- c) Explain what the bell-shaped agenda is and how it applies to meetings. **(4 marks)**
- d) Suggest the best ways to handle disruptive members in a meeting. **(6 marks)**

**(Total 20 marks)**