

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF MASTER
OF BUSINESS ADMINISTRATION**

MEEM 822: SMALL BUSINESS ENVIRONMENT AND POLICY DEVELOPMENT

STREAMS: MBA (Y2S1)

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 07/04/2021

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS:

- 1. Answer FOUR questions**
- 2. Marks will be awarded for clarity and originality of ideas**
- 3. Do not write on the question paper**

QUESTION ONE

An examination of political and economic variables indicate whether a small business will survive in a competitive foreign market environment. Discuss the major economic and political perspectives that small business exporters should take into account before they venture into overseas markets.

[20 marks]

QUESTION TWO

Your county has approached you as an entrepreneurship to assist in developing a policy framework paper on small enterprise development. Discuss the areas of concern you should include in the paper.

[20 marks]

QUESTION THREE

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Policies developed to promote small enterprises in Kenya have failed to achieve their intended goals. Discuss technological and legal forces that could also have contributed to the failure.

[20 marks]

QUESTION FOUR

Sessional paper no. 2 of 1992, set out a comprehensive policy framework to enhance growth of MSE sector. Discuss the key initiative proposed in the paper and their implications to MSE growth.

[20 marks]

QUESTION FIVE

(a) Discuss the challenges faced by regulators in regulating small businesses in Kenya.

[10 marks]

(b) Discuss the policy making process

[10 marks]

QUESTION SIX

(a) The primary goal of MSE policy framework is to create an enabling environment for growth and development. However, there has been a mismatch between policy and practice. Discuss

[10 marks]

(b) The Kenya policy framework is still biased against small ventures. Discuss [10 marks]
