

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
ENTREPRENEURSHIP AND ENTERPRISE**

**BEEM 437: SMALL BUSINESS POLICY AND STRATEGY DEVELOPMENT**

**STREAMS: BEEM Y4S2**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 27/09/2021**

**2.30 P.M. – 4.30 P.M.**

**INSTRUCTIONS**

**Answer question ONE and any other TWO questions**

**Do not write on the question paper**

1. a) Policy documents usually contain certain standards components. In reference to SME policy in Kenya, explain the process of initiating policy document and highlight the standard components contained in the policy document. (12 marks)
- b) Policy implementation evaluation can have multiple aims or purpose. Describe any such four aims. (8 marks)
- c) SMEs sector in Kenya faces numerous problems. Discuss such problems and show specific policy initiative intended to solve such problems. (10 marks)
2. a) Discuss the prerequisites of a successful policy process. (12 marks)
- b) Although policy helps guide decision making in order to achieve rational outcome(s), not all policies are good. Describe the characteristics of a good policy. (8 marks)
3. a) Policy analysis involves a six-step procedure. Describe the six steps involved. (12 marks)
- b) Identify and discuss four potential policy evaluation challenges. (8 marks)

4. Policy reforms since 2000 have been spelt out in three blue prints namely; the poverty reduction strategy paper, the economic recovery for wealth creation and Kenya vision 2030. Contained in these documents are many proposals targeting productivity and general performance of the SMEs sector and the Kenya industry in general. However, despite these policy initiatives and reforms the performance of the SME sector and the industry in general are less than satisfactory. Discuss factors in the policy making process and other factors that are likely to have hindered the achievement of the desired outcomes. (20 marks)
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