

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
CHUKA / EMBU**

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR
OF ARTS IN COMMUNITY DEVELOPMENT**

CDEV 451: MANAGEMENT OF MICRO AND SMALL BUSINESS

STREAMS: Y4S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/04/2018

2.30 P.M – 4.30 P.M

INSTRUCTION:

- **Answer question one and any other two questions**
1. (a) Distinguish between micro and small business and their characteristics. [6marks]
 - (b) Mutonga would wish to start a small business in the food industry after retirement. advice Mutonga the market and industry factors that he would consider for an attractive business opportunity. [10marks]
 - (c) Describe the features that you would use to distinguish between entrepreneurial small business and non –entrepreneurial small business. [10marks]
 - (d) Highlight four sources of start-up finance for a small business. [4marks]
 2. (a) Explain the functions and the benefits of a business plan to a person intending to start a new business. [10marks]
 - (b) Discuss the role of marketing in improving the success of micro and small business. [10marks]
 3. (a) Discuss the contribution of micro and small business to the family community and national development. [10marks]

(b) Assume you have been invited by women group who wants to start some business. Advice the women group on how to generate new business ideas and recognize a good business opportunity. [10marks]

4. Discuss the managerial and entrepreneurial competences necessary for the success of a small business. [20marks]
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