

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT.

DIBM 0215: SMALL BUSINESS MANAGEMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 6/08/2018

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer Question ONE and any other TWO Questions.

QUESTION ONE

- (a) Identify any five sources of Business ideas for a start-up. [5 Marks]
- (b) Discuss the importance of Strategic Business Plan for small Business. [10 Marks]
- (c) Identify ways by which small enterprises use to promote their businesses. [10 Marks]
- (d) Identify any five deadly mistakes which small business commit leading to failure. [5 Marks]

QUESTION TWO

- (a) Discuss reasons why small businesses must screen ideas generated before implementation. [10 Marks]
- (b) Identify ways used by small business to motivate their employees. [10 Marks]

QUESTION THREE

- (a) What are some of the ways which the government can intervene to promote small business in Kenya. [10 Marks]
- (b) Discuss the characteristics of a good business idea. [10 Marks]

QUESTION FOUR

- (a) Discuss SWOT analysis as a tool of scanning a business environment by small entrepreneurs. [10 Marks]
- (b) Identify the characteristics of a creative entrepreneur. [10 Marks]

QUESTION FIVE

Despite the small size of business operated by small entrepreneurs, they should always observe effective Business Management skills. Identify these effective business management competences. [20 Marks]

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