

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOF OF ENTREPRENEUSHIP AND BUSINESS MANAGMENT

BCOM 404: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

STREAMS: BEEM (Y4S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 06/04/2020

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: QUESTION ONE IS COMPULSORY AND ANY OTHER TWO

QUESTION ONE

- (a) Small business owners are discovering that social media marketing is quickly becoming an important method for driving business growth. While the idea of using “free tools” to drive marketing can be exciting, this excitement is often followed with the realization that these tools take time and commitment. Discuss the benefits of using social media compared to outbound methods like direct mail and print advertisements. [10 marks]
- (b) Kenya is perceived to have one of the best policies devised to assist small enterprises. However little has been achieved from these policies. Outline some of the reasons for poor response in implementation of these policies. [10 marks]
- (c) James intends to start low cost bricks processing. However one of her potential customer cautioned him first to study the economic environment before startup. Explain the economic issues that he should consider in order to be successful in the business.

[10

marks]

QUESTIN TWO

- (a) Identify and explain the various ways through which government can intervene and assist upcoming small entrepreneurs to grow and sustain their enterprises. [10 marks]

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- (b) Explain the rationale behind SWOT analysis as a way of scanning small enterprise environment [10 marks]

QUESTION THREE

- (a) John intends to start a small business specializing in software development to cater for the youth: however a business consultant has advised him to be extra careful before implementing the idea if he expects to succeed in the new venture. Examine the reasons for this caution from the consultant before implementing of the idea [10 marks]
- (b) Assume you have been contracted by the Uwezo CBO group members o draft business strategic plan aiming to venture chicken hatching project. As an expert take them through the processes of preparing a business plan [10 marks]

QUESTION FOUR

- (a) The Kenya government is using various methods for lending to small entrepreneurs among them is women and youth funds. Explain the suitability of these methods and whether it's a good approach [10 marks]
- (b) Chuka University intends to hold a training on how to caution innovators to protect their innovations from copycats. Explain the content of your talk as a trainer. [10 marks]
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