

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

MEEM 822: SMALL BUSINESS ENVIRONMENT AND POLICY**STREAMS: MEEM (ODEL)****TIME: 3 HOURS****DAY/DATE: WEDNESDAY 07/08/2024****2.30 P.M. – 5.30 P.M.****INSTRUCTIONS:**

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

Question one

The prolonged Covid-19 epidemic has seriously affected all aspects of life, economy, and society. In particular, the business community is being significantly affected, especially for Small and Medium Enterprises (SMEs). Many enterprises have been rapidly transforming models, reorganizing production and business to adapt to the global pandemic. Besides, SMEs manufacture and provide many different goods to meet producers' needs and consumers of domestic and export markets. Moreover, SMEs profit for themselves now, contributing added value to society, increasing Gross Domestic Product (GDP), and attracting more than 5 million employees.

REQUIRED

- Discuss ways by which covid-19 epidemic transformed SMEs operating environment. (10 marks)
- Identify some of the policies which you think are best to survive post-covid epidemic within enterprises. (10 marks)
- Generally outline some the impact of covid-19 epidemic towards Kenyan GDP(10 marks)
- Discuss any FIVE strategies applied in Managing Small and Medium Scale Enterprises in A Competitive Marketing Economy

QUESTION TWO

- a) Discuss some of the contributions of Small enterprises towards economic development. (10 marks)
- b) One comprehensive and convenient tool for analyzing the data and information collection in entelVise environmental scanning is the PESTEL Analytical tool. Discuss (10 marks)

QUESTION THREE

- a) Identify some of the policies formulated by the government in support of provision of enabling infrastructure and services within the economy. (10 marks)
- b) Describe various ways of applying typology of participation in development programs and projects. (10 marks)

QUESTION FOUR

Despite the fundamental role SME's play in the Kenyan economy, these enterprises are not able to operate to their optimum level due to the challenges they face. Outline some of these challenges. (20 marks)

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