MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FOUTH YEAR SECOND SEMESTER

SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF SCIENCE IN AGRICULTURAL ECONOMICS AND RESOURCE MANAGEMENT

COURSE CODE: ARE 454(E)
COURSE TITLE: SMALL AND MEDIUM ENTERPRISE MANAGEMENT

DATE: 26TH APRIL, 2019
11:00AM - 1:00PM

TIME:

INSTRUCTIONS TO CANDIDATES
1) Answer Question One and any other three.
2) Question One carries a total of 25 marks. All other questions carry 15 marks each.

3) DO NOT WRITE ANYTHING ON THE QUESTION PAPER.

This paper consists of 2 printed pages. Please turn over.

Question One (Compulsory)
(a) Highlight the strengths of small over large scale enterprises.
   (5 marks)

(b) Despite the importance of a business plan, many small and medium enterprises in Kenya operate without one. Why is this so?
   (5 marks)

(c) Discuss the factors that one should consider when buying an existing business.
   (15 marks)

Question Two
Explain the characteristics that cut across successful entrepreneurs.
(15 marks)

Question Three
Using relevant examples, discuss how the legal environment affects the small and medium enterprise sector in Kenya.
(15 marks)

Question Four
Describe the approaches that can be used to develop entrepreneurship and small and medium enterprises in a developing country like Kenya.
(15 marks)

Question Five
Using relevant examples, discuss the role of marketing in the success of small and medium enterprises in Kenya.
(15 marks)