



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNITY DEVELOPMENT**

SEPTEMBER-DECEMBER 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNITY DEVELOPMENT

COURSE CODE: CDC 413

COURSE TITLE: SMALL AND MEDIUM ENTERPRISES

EXAM DATE: DECEMBER 2024

DURATION: 3 HOURS

TIME: 5:30PM-8:30PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- **Answer any TWO questions**
- *ALL PAC University's examination rules and regulations apply*

Each question is 20 marks. *Support all your answers with relevant examples.

QUESTION ONE

- a) In reference to Sustainable Development Goals, discuss **FIVE** social problems which small and medium enterprises can solve entrepreneurially hence contributing to sustainable development **(10 marks)**.
- b) 98% of Small and Medium Enterprises form the business environment in Kenya. However, majority of the livelihoods of these entrepreneurs hardly change.

Critique this statement with **FIVE** reasons. Providing a possible solution for each. **(10Marks)**

QUESTION TWO

According to Kenya National Bureau of Statistics, 400,000 SMEs do not celebrate their second birthday. 46% of this number exit business environment within their first year.

- a) Discuss **FIVE** reasons contributing to this situation. **(10Marks)**
- b) Discuss **FIVE** possible solutions to (a) above. **(10Marks)**.

QUESTION THREE

- a) The success of any business is highly dependent on effective promotion strategy regardless of its scope. Discuss **FIVE** methods of branding, small and medium enterprises can adopt with very limited resources **(10Marks)**.
- b) Trade agreements seek to boost business performance among people in the member countries. Explain **FIVE** reasons why Africa Continental Free Trade Area member countries are yet to realize measurable benefits six years after its launch. **(10Marks)**.