



DIPLOMA IN ENTREPRENEURSHIP

END OF SEMESTER EXAMINATION

DENT 0214: MANAGING IN SMALL BUSINESS ENTERPRISES

AUGUST 2021

ONLINE CLASS

Instructions

- i) This exam paper contains SIX questions containing 10 marks each.**
 - ii) Answer Question 1 (COMPULSORY) and any other THREE questions**
 - iii) Read each question carefully before attempting.**
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QUESTION ONE

- a) Describe the meaning of a small business. (2 marks)
- b) Discuss TWO basic considerations in selecting a business idea. (2 marks)
- c) Discuss TWO factors used for business classification. (2 marks)
- d) Explain TWO major causes of small business failure. (2 marks)
- e) Outline TWO forms of feasibility study for starting a business. (2 marks)

QUESTION TWO

- a) Describe competitive advantage in business enterprise. (2 marks)
- b) Explain EIGHT reasons why we need management in business enterprise. (8 marks)

QUESTION THREE

- (a) Discuss FIVE sources of finance for business enterprises. (5 marks)
- (b) Business failure is measured by a firm's cessation of operations. Discuss FIVE situations that may lead to cessation of operations. (5 marks)

QUESTION FOUR

- a) Explain FIVE players of macro environment of a business. (5 marks)
- b) Discuss FIVE tactics for small businesses to wither economic storms. (5 marks)

QUESTION FIVE

- (a) Explain FOUR uses of an organization chart in business. (4 marks)
- (b) Discuss SIX examples of business objectives. (6 marks)

QUESTION SIX

- (a) Outline the FIVE principles of planning for business enterprise. (5 marks)
- (b) Discuss the FIVE major management control activities. (5 marks)