



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

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

JANUARY-APRIL 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNITY DEVELOPMENT

COURSE CODE: CDC 413

COURSE TITLE: SMALL AND MEDIUM ENTERPRISES

EXAM.....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) Many entrepreneurs in Kenya exit or stagnate despite availability of a wide range of funding venues for their enterprises. Critique this statement with **FIVE** reasons. **(10Marks)**
- b) Discuss **FIVE** possible solutions to(a)above.**(10Marks)**.

QUESTION TWO

- a) The success of any business is highly dependent on effective marketing regardless of its scope. Discuss **FIVE** methods of branding small and medium enterprises can adopt with very limited resources **(10Marks)**.
- b) State and explain **FIVE** reasons why many governments are persistent in supporting small and medium enterprises. **(10 Marks)**.

QUESTION THREE

- 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) Discuss **FIVE** challenges faced by entrepreneurs in management of small and medium enterprises in Kenya. Provide a possible solution for each.**(10Marks)**