



CEN401 BUE 3213 SMALL BUSINESS MANAGEMENT

ONLINE EXAMINATION

INSTRUCTIONS.

Answer four questions only.

QUESTION ONE

(a) Identify any five motivators to entrepreneurial careers. **(5 marks)**

(b) Explain five potential advantages of small entrepreneurial firms. **(5 marks)**

QUESTION TWO

(a) Outline the main advantages of Debt Financing to SMEs. **(5marks)**

(b) Discuss the major considerations for the location of a small business. **(5marks)**

QUESTION THREE

a) Explain the concept of Customer Relationship management (CRM) **(2mark)**

b) Identify and explain four ways of enhancing CRM in SMEs **(8marks)**

QUESTION FOUR

(a) Outline any four reasons why small businesses engage in global operations **(2marks)**

(b) Describe any four pricing strategies which can be adopted by a small business manager.

(8marks)

QUESTION FIVE

(a) Identify four critical elements in promotion planning of an entrepreneur. **(2 marks)**

(b) Briefly explain any four managerial tasks of an entrepreneur. **(10marks)**

QUESTION SIX

a) Explain the concept of Risks and Risk management in SMEs **(4marks)**

b) Explain any two contemporary human resource issues of concern to SMEs growth **(6marks)**