



PAN AFRICAN CHRISTIAN UNIVERSITY
UNIVERSITY EXAMINATIONS 2022/2023

**THIRD TRIMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN COMMUNITY DEVELOPMENT**

CDC 413: SMALL AND MEDIUM ENTERPRISES

Instructions:

There are **THREE QUESTIONS**. Answer any **TWO QUESTIONS**.

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

QUESTION ONE

- a) Describe **FIVE** reasons why small and medium enterprises are considered important in any country. (10 Marks).
- b) Discuss **FIVE** challenges faced by youth in small and medium entrepreneurship in Kenya. (10Marks)

QUESTION TWO

- a) The core centre of business success lies in effective marketing. Discuss **FIVE** advantages of branding and marketing by small and medium enterprises (10Marks).
- b) Explain **FIVE** obstacles faced by small and medium enterprises in fundraising and resource mobilization. (10Marks)

QUESTION THREE

- a) Explain **FIVE** ways in which small and medium enterprises can contribute towards sustainable development (10 marks).
- b) Discuss **FIVE** reasons why small and medium enterprises should maintain effective record keeping practices. (10Marks).