



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 2022 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNITY DEVELOPMENT

COURSE CODE: CDC 413

COURSE TITLE: SMALL AND MEDIUM ENTERPRISES

EXAM DATE:

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) State and explain **FIVE** reasons why the Kenyan government has been persistent on supporting small and medium enterprises. (10 Marks).
- b) Discuss **FIVE** challenges faced by youth in management of small and medium enterprises in Kenya. (10Marks)

QUESTION TWO

- a) The success of any business is highly dependent on effective marketing. Discuss **FIVE** advantages of branding and marketing that would ensure sustainability of small and medium enterprises (10Marks).
- b) Explain **FIVE** obstacles faced by small and medium enterprises in fundraising and resource mobilization. (10Marks)

QUESTION THREE

- a) In reference to Sustainable Development Goals, explain **FIVE** ways in which small and medium enterprises can contribute towards sustainable development (10 marks).
- b) Discuss **FIVE** objectives of maintaining effective record keeping practices by small and medium enterprises. (10Marks).