



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COMMUNITY DEVELOPMENT

DECEMBER 2018 EXAMINATIONS

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNITY DEVELOPMENT

COURSE CODE: CDC413

COURSE TITLE: THURSDAY 6TH DECEMBER 2018

DURATION: 3 HOURS

TIME: 8:00AM-11:00AM

MODE: ONLINE

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Answer question one and any other two.
- *ALL PAC University's examination rules and regulations apply*

Question one:Compulsory (20 marks)

- a) Highlight five benefits of using a business plan in SME(5 Marks)
- b) Outline key characteristics of an SME friendly environment (5 Marks)
- c) Highlight five reasons why record keeping is important in a business (5Marks)
- d) It is expensive to start and run a new business, explore five areas where a business owner may save on cost andmaximizeon limited resources (5 Marks)

Question Two

- a) Discuss five major benefits an SME owner hopes to get by marketing his/her business (5 Marks)
- b) Highlight five challenges that may be encountered while marketing a business (5 Marks)

Question Three

- a) Outline five ways a business can increase its efficiency and productivity through technology (5 Marks)
- b) Discuss five challenges businesses are likely to encounter while embracing technology. (5 Marks)

Question Four

- a) Discuss five ways SMEs in Kenya are likely to benefit by Kenya being in trade agreementswith her neighboring countries.(5 Marks)
- b) Explain fiveshortcomings that SMEscould face by their country not participating in trade agreements with other countries (5 Marks)