



**PAN AFRICAN CHRISTIAN UNIVERSITY
UNIVERSITY EXAMINATIONS 2020/2021**

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

CDC 413: SMALL MEDIUM ENTERPRISE

Instructions:

Answer any two questions each question carries 20 marks each

Question one

- a) Discuss **five** reasons why social innovation entrepreneurship is important for businesses in modern times (15 marks)
- b) Identify any five social innovation entrepreneurship initiatives in a community (5 marks)

Question two

- a) Explain five ways a business can increase its efficiency and productivity through technology (10 Marks)
- b) Examine five challenges businesses are likely to encounter while embracing technology. (10 Marks)

Question three

- a) As a youth development officer describe the process of idea generation for youths seeking to start businesses (10 marks)
- b) Discuss five challenges encountered by SMEs in Kenya (10 marks)