



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF SCIENCE IN AGRICULTURAL
ECONOMICS AND RESOURCE
MANAGEMENT**

**COURSE CODE: ARE 454(E)
COURSE TITLE: SMALL AND MEDIUM
ENTERPRISE MANAGEMENT**

DATE: 26TH APRIL, 2019

TIME: 11:00AM - 1:00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer **Question One** and **any other three**.
- 2) Question **One** carries a total of **25 marks**. All other questions carry **15 marks each**.
- 3) **DO NOT WRITE ANYTHING ON THE QUESTION PAPER.**

This paper consists of 2 printed pages. Please turn over.

Question One (Compulsory)

- (a) Highlight the strengths of small over large scale enterprises. (5 marks)
- (b) Despite the importance of a business plan, many small and medium enterprises in Kenya operate without one. Why is this so? (5 marks)
- (c) Discuss the factors that one should consider when buying an existing business. (15 marks)

Question Two

Explain the characteristics that cut across successful entrepreneurs. (15 marks)

Question Three

Using relevant examples, discuss how the legal environment affects the small and medium enterprise sector in Kenya. (15 marks)

Question Four

Describe the approaches that can be used to develop entrepreneurship and small and medium enterprises in a developing country like Kenya. (15 marks)

Question Five

Using relevant examples, discuss the role of marketing in the success of small and medium enterprises in Kenya. (15 marks)

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