



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

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

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

DATE: 20TH APRIL, 2018

TIME: 8.30 - 10.30AM

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) Examine the economic factors that affect the emergence and growth of the small enterprise sector in Kenya. **(10 marks)**

- (b) Discuss the causes of small business failure in Kenya.
(10 marks)

Question Two

As an Enterprise Development Agent, advise a client on the process that he should follow in order to start a new enterprise successfully.
(15 marks)

Question Three

Using relevant examples, discuss the case for supporting the small enterprise sector in Kenya.
(15 marks)

Question Four

Discuss the factors that determine the requirements of working capital for a small enterprise.
(15 marks)

Question Five

Critically examine the role of sector-based associations in the development of micro and small enterprises in Kenya. **(15 marks)**

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