



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
BACHELOR OF IN SOCIAL WORK AND SOCIOLOGY/COMMUNITY DEVELOPMENT
FIRST SEMESTER 2021/2022
[JUNE-SEPTEMBER, 2022]**

CDEV 451: MANAGEMENT OF MCIRO AND SMALL BUSINESSES

STREAM: Y4S1

TIME: 2 HOURS

DAY: TUESDAY, 12:00 – 2:00 PM

DATE: 06/09/2022

INSTRUCTIONS

- 1. Do not write anything on this question paper.**
- 2. Answer question ONE (Compulsory) and any other TWO questions.**

- 1) (i) Define the terms Business (3marks)
- ii) State the characteristics of Business (3marks)
- iii) Distinguish between a micro Business from a small scale Business (2marks)
- b)
 - i) Distinguish between a business idea from a business opportunity (3marks)
 - ii) Identify six sources of business ideas (6marks)
 - iii) Explain the stages involved in idea and opportunity screening (7marks)
- c) Briefly explain the five stages on how to start a small successful business (7marks)
- 2 (a) Examine the internal constraints being faced by MSE'S in Kenya (7marks)
- b) Discuss the conditions necessary for MSE's to prosper (7marks)

c) Analyze how local communities and local businesses can benefit from each other's presence in an area (6marks)

3 (a) Discuss the key questions and critical information when it comes to marketing planning of micro and small scale enterprise products (10marks)

b) List and explain the sequential framework for compiling a business plan (10marks)

4 (a) Define the term co-operative. (2marks)

b) Discuss the role of cooperatives in regards to marketing of micro and small scale enterprise products (12marks)

c) Identify six reasons why business planning is important to an entrepreneur. (8marks)

5) a) Discuss the role played by MSE's in community development (10marks)

b) Comment briefly on the Kenya Government policy on micro and small scale enterprises (10marks)