MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

***FIRST YEAR* *SECOND SEMESTER***

**SCHOOL OF BUSINESS & ECONOMICS**

**BACHELOR OF SCIENCE ENTREPRENEURSHIP**

**COURSE CODE: BSE 1203**

**COURSE TITLE: SMALL ENTERPRISE MANAGEMENT**

**DATE: 15TH MAY 2017 TIME: 11.00AM-1.00PM**

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **THREE** questions
2. *This paper consists of 2 printed pages. Please turn over.*

**QUESTION ONE (COMPULSORY)**

1. Define the term “small enterprise” outlining the parameters commonly used to define small enterprise. (**15 marks**)
2. Explain major challenges faced by small enterprises that often hinder their growth. (**10 marks**)

**QUESTION TWO**

Using relevant examples, explain the factors in the political-legal environment that affect small enterprises in Kenya. (**15 marks**)

**QUESTION THREE**

1. What is a window of opportunity? (**3 marks**)
2. Entrepreneurs the world over, try to transform business ideas into a reality. Explain the six-stage approach in a business start-up process (**12 marks**)

**QUESTION FOUR**

1. Many small business owners think of themselves as entrepreneurs. Critically comment on this statement and explain the distinction between an entrepreneurial venture and a small business(**9 marks**)
2. Using relevant examples, explain the small business competitive strengths. (**6 marks**)

**QUESTION FIVE**

1. Explain the meaning and importance of a business plan**(5 marks)**
2. Small business promotion is used by most countries as a strategy to stimulate economic activity in economies experiencing persistent economic stagnation and decline. Explain the role played by small enterprises in economic development in Kenya. **(10 marks)**