MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2015/2016

FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN TEXTILES AND FASHION
DESIGN WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

ADT 449: SMALL BUSINESS MANAGEMENT

Date: 19ᵗʰ April, 2016   Time: 11.00 - 1.00 pm

INSTRUCTIONS:

- This paper contains TWO sections, A and B
- Answer ALL questions from SECTION A in the answer booklet provided
- Answer ANY TWO questions from SECTION B.

SECTION A IS 40 MARKS

ANSWER ALL QUESTIONS IN THIS SECTION

1. a) Explain the following terms using appropriate examples.
   i. Entrepreneurship   **6mks**
   ii. Entrepreneur.
   iii. Marketing

   b) Give at least six (6) reasons why people become entrepreneurs.   **6mks**

2. a) Briefly outline five (5) qualities of a good entrepreneur.   **5mks**

   b) Briefly explain five (5) points the importance of small scale enterprises.   **5mks**

3. Suggest conditions necessary for the success of small scale enterprises.   **8mks**

4. a) Identify five (5) simple rules of managing business cash before you establish an elaborate one as a new business owner.   **5mks**

   b) State the importance of a business cash book.   **2mks**

   c) Mention three (3) ways in which you can use to maintain the best employees for long in your firm.   **3mks**

SECTION B -30 MARKS ANSWER ONLY TWO QUESTIONS EACH QUESTION IS 15MKS

5. Mary has not been able to realize success in her business for lack of an efficient record keeping. Give her the characteristics of an efficient record keeping system.   **15mks**

6. In details explain how a director of a small firm should handle his employees' challenges.   **15mks**

7. There are seven Ps of marketing known as the 7P formula that small enterprises should use continually to evaluate and re-evaluate their business success purposes. Mention and explain what every (P) stands for.   **15mks**

8. Joy is looking for where to get ideas to start a business exemplify your knowledge sources that she may benefit from.   **15mks**