



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER -2018

**EXAMINATION FOR THE DIPLOMA IN CO-OPERATIVE MANAGEMENT
(YR I SEM II)**

UNIT CODE: CMCC 2410

UNIT TITLE: SMALL ENTERPRISES AND BUSINESS MANAGEMENT

DATE: 12TH DECEMBER, 2018

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Citing relevant types identify the use of term small enterprises. (4 Marks)
- (b) Discuss the reasons why you could advise the government of Kenya to lay more emphasizes on small enterprises. (10 marks)
- (c) Advise small enterprises the importance of information management for growth and sustainability. (10 Marks)
- (d) Outline various ways which can be used to motivate employees in small enterprises.

QUESTION TWO

- (a) Identify necessary characteristics which make small entrepreneurs successful in their enterprises. (10 Marks)
- (b) Supply Chain Management involves a more expensive range of activities within enterprises. Discuss. (10 Marks)

QUESTION THREE

- (a) The goal for organizations engaged in Business Processes Management (BPM) is to take control of their myriad processes and constantly strive to optimize them to create a more efficient organization. Outline various processes involved in BPM. (10 Marks)
- (b) Discuss the main objectives of human resource management in small enterprises. (10 Marks)

QUESTION FOUR

- (a) Small business owners must address multiple legal issues to protect themselves and their companies. Identify potential small business legal issues that can create problems if they are not handled correctly early in the life of a business. (10 Mark)
- (b) Discuss the most common small business challenges that new entrepreneurs often have to deal with in their enterprises. (10 Marks)

QUESTION FIVE

- (a) Information management issues can easily become overwhelming, when looking at a whole organization. Identify necessary principles to ensure that information management activities are effective and successful in enterprises. (20 Marks)