

**UNIVERSITY COLLEGE TATI (UCTATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: DTG 3653
COURSE	: SMALL BUSINESS MANAGEMENT
SEMESTER/SESSION	: 1 – 2022/2023 1 – 2021/2022
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) List **TWO (2)** characteristics of small business owner. (2 marks)
- b) Describe **TWO (2)** criteria of small business. (4 marks)
- c) Discuss **FIVE (5)** elements of business plan. (10 marks)

QUESTION 2

- a) Explain **TWO (2)** advantages of Private Limited Company. (4 marks)
- b) Your friend Lily want to set up a private limited company. As a business consultant, present **FIVE (5)** regulations of private limited company to Lily. (10 marks)
- c) Discuss any **FIVE (5)** government or commercial agencies and their type of financial support facilities that they offer to small business. (10 marks)
- d) List **FOUR (4)** types of business support system needed by a small business. (4 marks)

QUESTION 3

- a) The marketing mix is the set of tools (4 Ps) the firm uses to implement its marketing strategy. List the **FOUR (4)** marketing mix. (4 marks)
- b) Marketers need to understand customer needs and wants and the marketplace in which they operate. Describe **FIVE (5)** core concepts of marketing. (10 marks)
- c) Explain **THREE (3)** sources of personal financing. (6 marks)
- d) Bootstrapping describes a situation in which an entrepreneur starts a company with little capital. Small business owner usually bootstrapping when they attempt to found and build a company from personal finances.
Give **FOUR (4)** examples of bootstrapping for a small business. (8 marks)

QUESTION 4

- a) Illustrate **TWO (2)** risks of competing internationally. (4 marks)
- b) Good entrepreneurs need to have goal to do business abroad. Explain **FIVE (5)** advantages of international operation. (10 marks)

QUESTION 5

Human resource management is the strategic approach to the effective and efficient management of organization.

- a) Describe **FIVE (5)** line managers' duties in human resource management. (10 marks)
- b) High performance work system is one effective way to increase organization's productivity.
- Illustrate **TWO (2)** ways in practising high-performance work system. (4 marks)

END OF QUESTIONS
