

INSTITUTE OF DISTANCE EDUCATION
BACHELOR OF ADULT EDUCATION YEAR 5
SUPPLEMENTARY EXAMINATION PAPER – JULY, 2015

- TITLE OF PAPER** : **SMALL SCALE BUSINESS MANAGEMENT 1**
- COURSE CODE** : **IDE-BAE 524**
- TIME ALLOWED** : **THREE (3) HOURS**
- INTRUCTIONS** : **1. ANSWER ALL QUESTIONS IN SECTION 'A'**
- 2. ANSWER TWO QUESTIONS IN SECTION 'B'**
- 3. MARKS WILL BE DEDUCTED FOR POORLY WRITTEN ENGLISH**

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR

SECTION A

ANSWER ALL QUESTIONS

QUESTION 1

Using appropriate examples to illustrate your answer, identify and discuss the three (3) categories of small business activities.

[20 marks]

QUESTION 2

Outline and explain the five (5) steps you can use to build your business into a money-making enterprise.

[20 marks]

QUESTION 3

- a. What is meant by the term capital? [5]
- b. Identify and discuss three forms/types of capital [15]

[20 marks]

SECTION B

ANSWER ANY TWO QUESTIONS

QUESTION 4

Discuss financial planning and state its importance in the management of small scale business.
[20 marks]

QUESTION 5

Principles of layout planning vary with the different types of businesses.

- a) Discuss layout treatment for retailers [8]
- b) With the aid of examples, identify and discuss the three basic layout patterns for retailers [12]

[20 marks]

QUESTION 6

- a) Differentiate between a marketing plan and business plan [5]
- b) Identify and discuss five (5) steps to be undertaken in creating a marketing plan. [15]

[20 marks]