

INSTITUTE OF DISTANCE EDUCATION

B. ED. (ADULT EDUCATION) YEAR IV & V

FINAL EXAMINATION, FEBRUARY 2021

COURSE CODE: AED413/BAE 524

PAPER TITLE: SMALL-SCALE BUSINESS MANAGEMENT I

WEIGHT: 100 MARKS

TIME ALLOWED: THREE (3) HOURS

**INSTRUCTIONS: ANSWER QUESTION 1 AND TWO (2) OTHER
QUESTIONS**

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PERMISSION TO DO SO**

Question 1 (Compulsory)

Critically examine the small business scene in this country under the following headings:

- (a) Type of small and medium enterprises (SMEs) [10 marks]
 - (b) Ownership of the SMEs in terms of age group (youth and/or adults), gender (men and/or women), location (urban-rural) [3 x 5 = 15 marks]
 - (c) Type of products sold or services provided and market destination (local or foreign – e.g. neighbouring countries) [2 x 7.5 = 15 marks]
- [Total marks = 40]

Question 2

Discuss two (2) internal sources of financing a business strategy and three (3) external sources of financing a business strategy [5 x 6 = 30 marks]

Question 3

Prepare a SWOT analysis for your organisation or an organisation that you work with on official business [4 x 7 + 2 = 30 marks]

Question 4

Discuss the role of location, [shop] layout, and merchandising in promoting the success of SMEs in this country [3 x 10 = 30 marks]

End of Question Paper