



**Riara School of Business**  
*Nurturing business innovators*

**SEPTEMBER– DECEMBER 2023 TRIMESTER  
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**

**DAY PROGRAMME**

**RBA 406: SMALL BUSINESS MANAGEMENT**

**DATE: DECEMBER 2023**

**TIME: 2 HOURS**

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**INSTRUCTIONS**

- i) Answer question one and any other two**
  - ii) Marks allocated to each question are shown at the end of the question**
  - iii) Arrange your work neatly and indicate the questions answered in the Examination booklet**
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**QUESTION ONE: COMPULSORY (30 MARKS)**

- a. Describe **FIVE** current trends challenging entrepreneurs and small business owners  
**(10Marks)**
- b) Making it in Business with your spouse requires some tips to follow. Outline **FIVE** tips that can guide copreneurs in running business jointly.  
**(5Marks)**
- c) Evaluate **FIVE** Differences between equity and debt financing models giving examples for each  
**(10Marks)**
- e) Highlight **FIVE** essential attributes of a partnership deed  
**(5Marks)**

## QUESTION TWO

a) Elaborate the **FOUR** main components of a Business Plan as per our Guest lecture on

**26/11/23**

**(8 Marks)**

b) Entrepreneurship is said to be the backbone of most successful economies, explain **SIX** challenges the Kenyan youth entrepreneurs face in their endeavor to contribute in economic development of the country.

**(12Marks)**

## QUESTION THREE

a). Assess **FIVE** considerations that an entrepreneur makes before choosing a legal form of ownership

**(10 Marks)**

b) A business needs protection from scrupulous businesses or individuals. Discuss **FIVE** types of protection that can be obtained to safeguard intellectual property for small firms.

**(10 Marks)**

## QUESTION FOUR

a)Examine **FIVE** reasons why planning for your human resources in your small business is important?

**(10Marks)**

b) Discuss **FIVE** reasons why small businesses should embrace Digital Marketing in the recent times.

\*\*\*\*\*END\*\*\*\*\*

**(10 Marks)**