



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2018/2019

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION**

BBA 875: MARKETING FOR SMALL ENTERPRISES

DATE: Monday 1st April 2019

TIME: 5.30pm - 8.30pm

INSTRUCTIONS:

Answer question ONE and any other THREE questions.

1. Read the following passage and answer the questions that follow:-

QUICK-MART GREEN GROCERS

Ms. Otieno started as a small green grocer. She started her business on a small plot she had acquired long before the idea of business came into her mind. She started growing vegetables, tomatoes and onions but discovered that her customers bought them cheaply because they would later retail her produce and make huge amounts of money. This is when she decided to open a retail outlet on the same plot. She got large scale buyers and because of the demand, she could combine the produce from her plot with purchases from other sources to meet the demand. She was later approached by some companies to process the farm produce for them at a cost which she welcomed gladly. The business grew to almost a medium scale business with more and more employees. She later discovered that she could no longer do the farming but decided to outsource whatever she was selling from farmers. This called for more spending because she had to buy her own van for transport.

The business grew and reached the growth stage but on close analysis, she discovered she kind of stagnated at that stage. She decided to seek business counseling services and decided to implement the newly acquired knowledge to improve the state of her business.

Answer the following questions:-

- a) As an entrepreneurship specialist, discuss several ways in which the entrepreneur would have improved on her marketing strategies to move her business to the maturity level. (10 marks)
 - b) Discuss the benefits the proprietor of the enterprise would gain from outsourcing her merchandise. (10 marks)
 - c) Explain in details at least two marketing strategies she would apply at each stage of growth of her business. (10 marks)
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- 2. In your own opinion, discuss how the government of Kenya could assist small-scale entrepreneurs market their products. (10 marks)
 - 3. As a marketer, discuss how these small scale entrepreneurs could create a competitive edge for their business. (10 marks)
 - 4. Explain to these entrepreneurs how they could apply the marketing mix in their enterprises in order to succeed. (10 marks)
 - 5. Discuss in details how a successful entrepreneur could re-brand his business to avoid the decline of his enterprise. (10 marks)