

The
Management
University
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF ARTS IN DEVELOPMENT
STUDIES

CDV 400: TRAINING OF TRAINERS

DATE: 30TH MARCH 2026

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

Empowering Women through Entrepreneurship Training – the Case of Nuru Women Enterprise Program

Introduction

Entrepreneurship has become a vital tool for socio-economic empowerment, particularly among women in developing countries. Despite facing numerous structural and cultural barriers, women entrepreneurs have demonstrated remarkable resilience and innovation. This case study examines the impact of the Nuru Women Enterprise Program, a women-focused entrepreneurship training initiative launched in rural Kenya to empower women with business skills, enhance income generation, and promote community development.

In 2019, the Nuru Women Enterprise Program was launched in Narok County, Kenya — an area predominantly inhabited by pastoralist Maasai communities. The program was initiated by a local NGO in partnership with the county government and supported by international development agencies. It targeted 200 women aged 18-45, most of whom were unemployed, had minimal formal education, and relied heavily on traditional livelihoods like beadwork and subsistence farming.

Objectives of the Training

The key objectives of the program were:

- ✓ To equip women with basic entrepreneurship and financial literacy skills.
- ✓ To improve access to markets through digital literacy and networking.
- ✓ To foster a culture of savings and investment through group-based financing.

- ✓ To reduce gender-based economic disparities and promote women's self-reliance.

Training Design and Methodology

The training was delivered through a 6-month modular program, with monthly workshops covering:

- ✓ Business idea development
- ✓ Customer service and marketing
- ✓ Record keeping and budgeting
- ✓ Mobile banking and digital tools
- ✓ Group saving schemes (table banking)

Trainers used participatory methods such as storytelling, role-playing, and peer-to-peer learning to ensure accessibility and relevance. Local women mentors who had successfully managed small businesses were engaged to inspire and guide participants.

Challenges Faced

Several challenges were encountered during implementation:

Cultural barriers: Some husbands resisted their wives' participation, fearing a loss of control over household finances.

Literacy limitations: Many participants struggled with reading and writing, slowing the learning process.

Access to capital: Despite improved skills, access to start-up capital remained a major obstacle for most women.

Outcomes and Impact

Despite these challenges, the program recorded notable successes:

Over 75% of the women started or improved their businesses within six months.

Participants reported an average 30% increase in household income.

Social impacts included improved self-esteem, greater decision-making power at home, and stronger community networks.

Several women formed savings groups, which evolved into cooperatives and self-help groups that continue to operate.

One success story was Mama Agnes, a 38-year-old single mother who started a mobile food business after the training. Within a year, she employed two assistants and enrolled her daughter in a private secondary school.

Lessons Learned

Community involvement from the onset helped overcome resistance and ensured cultural sensitivity.

Practical, hands-on training was more effective than theory-heavy sessions

Post-training mentorship and financial linkages are critical to sustaining impact.

Conclusion

The Nuru Women Enterprise Program illustrates how targeted entrepreneurship training can empower women economically and socially. While structural challenges persist, inclusive and well-designed programs can unlock women's potential and contribute significantly to poverty reduction and community development.

Required:

- a) Drawing from the above case, discuss the women entrepreneurship is important.

(10 Marks)

- b) Discuss five importance of the training techniques that have been employed in the above case study.

(10 Marks)

- c) Suggest ways that a similar program can be carried out in rural area and ways to make it sustainable.

(5 Marks)

QUESTION TWO

- a) Explain the three most important elements that create the learning environment.

(6 Marks)

- b) Describe the six characteristics of a good trainer that you should possess.

(9 Marks)

QUESTION THREE

- a) Explain why it is important to carry out need assessment before starting a training

(10 Marks)

- b) Discuss five characteristics of adult learning theory. **(5 Marks)**

QUESTION FOUR

- a) As a trainer, describe the important principles that influence the learning process. **(5 Marks)**

- b) Discuss five major factors that helps trainees retain and recall knowledge

(10 Marks)

QUESTION FIVE

- a) As a trainer, describe how you can use knowledge of concentration and attention span in training.

(10 Marks)

- b) Analyze the two cardinal rules of memory and how to use them during training.

(5 Marks)

QUESTION SIX

- a) Discuss how a trainer uses the learning styles inventory to identify the participant's preferred learning style. **(10**

Marks)

- b) Explain the importance of both closed and open-ended questions appropriately.

(5 Marks)