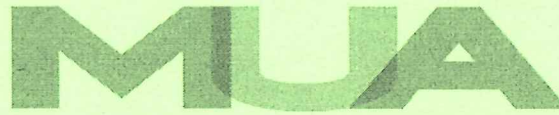


The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

CERTIFICATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
CERTIFICATE IN ENTREPRENEURSHIP

CES 105: POLICY ISSUES IN ENTREPRENEURSHIP

DATE: 3RD APRIL 2025

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 FOUR questions.
6. Question ONE carries 30 MARKS and the rest carry 10 MARKS each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the case study below and answer the questions that follow;

GLOBALTECH SOLUTIONS

GlobalTech Solutions, a multinational information technology company, develops software solutions and offers IT services globally. Given the complex and regulated nature of its operations, policy documents play a crucial role in maintaining order, compliance, and efficiency within the organization. Policy documents are formal written guidelines that dictate how an organization operates and governs its activities. These documents ensure that everyone in the organization understands the rules, regulations, and expectations, promoting consistency and compliance. One of the primary purposes of policy documents at GlobalTech Solutions is to ensure compliance with local and international laws and regulations. For instance, the company's Data Privacy Policy ensures adherence to GDPR, HIPAA, and other data protection laws across the regions where it operates.

Policy documents standardize procedures across different departments and locations. This is critical for maintaining consistent quality and performance. For example, the Software Development Policy outlines standardized practices for coding, testing, and deployment, ensuring all software products meet the same high standards. These documents serve as a communication tool, clearly outlining roles, responsibilities, and expectations. The Employee Code of Conduct at GlobalTech Solutions communicates acceptable behaviors and ethical standards, thereby minimizing misunderstandings and conflicts. Policies are essential for identifying, managing, and mitigating risks. The Information Security Policy at GlobalTech Solutions outlines measures to protect sensitive data from breaches, ensuring business continuity and safeguarding the company's reputation.

Policy documents provide a framework for decision-making. They offer guidance on various scenarios, enabling employees and management to make informed and consistent decisions. For instance, the Vendor Management Policy aids in the selection and evaluation of suppliers, ensuring alignment with corporate standards and values.

GlobalTech Solutions conducts regular training sessions and workshops to ensure all employees are familiar with the key policies and understand their importance. For example, annual data privacy training is mandatory for all staff to reinforce the importance of data protection.

Policy documents are integral to the successful operation of GlobalTech Solutions. They ensure compliance, standardize procedures, enhance communication, manage risks, and support decision-making. Despite the challenges, the benefits of having well-structured and effectively managed policies are immense, contributing to the organization's stability, efficiency, and reputation. By continuously improving its policy framework, GlobalTech Solutions remains adaptable and resilient in a dynamic business environment.

Required:

- a) Elaborate the term policy as used in the case study. (2 Marks)
- b) Enumerate five key roles played by the policy document in the case study. (10 Marks)
- c) Discuss Five ways policies are employed at Globaltech company (10 Marks)
- d) Examine four challenges associated with development of policy documents for SMES (8 Marks)

QUESTION TWO

- a) Discuss three criteria used to classify Micro, small, medium and large enterprises in Kenya (5 Marks)
- b) Using clear examples Discuss key features of medium enterprise (5 Marks)

QUESTION THREE

- a) Discuss key issued dealt with by Micro Small Enterprise Authority (6 Marks)
- b) Highlight the responsibilities by MSEA in promoting Micro Small Enterprises in Kenya (4 Marks)

QUESTION FOUR

- a) Enumerate two benefits that a startup may enjoy (4 marks)
- b) As an entrepreneur suggest three incentives that could promote entrepreneurship activities in Kenya. (6 Marks)

QUESTION FIVE

- a) Discuss five ways an entrepreneur can access capital for business expansion (5 marks)
- b) Enumerate five challenges faced when sourcing your products from abroad. (5 Marks)

QUESTION SIX

- a) Explain five ways technology can aid in small and medium Enterprises Development in Kenya. (5 Marks)
- b) Examine five ways the Kenyan government has assisted in the growth of SMES (5 Marks)