



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT  
(DHIM M13)

**BEN 2202: BUSINESS PLANNING**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Two printed pages.*

## SECTION A (Compulsory) 30 Marks

### QUESTION 1

- a) Explain the following:
  - i) Product positioning
  - ii) Liabilities
  - iii) Feasibility study
  - iv) Employee orientation. **(8 marks)**
- b) Give the various sources of potential employees for a business. **(6 marks)**
- c) Give the different methods through which one may get into business. **(3 marks)**
- d) What are the disadvantages of a general partnership? **(6 marks)**
- e) Outline the benefits of a business plan to an entrepreneur. **(6 marks)**
- f) What is a business opportunity? **(1 mark)**

## SECTION B (Answer any TWO questions) 40 Marks

### QUESTION 2

List and explain the various kinds of financial records that a small business should keep. **(15 marks)**

### QUESTION 3

- a) In what ways can entrepreneurs benefit from the following:
  - i) Membership to trade associations
  - ii) Subscribing to trade magazines.
  - iii) Engaging the services of consultants. **(6 marks)**
- b) What is SWOT analysis and what is the importance of doing it when writing a business plan. **(9 marks)**

### QUESTION 4

Explain the importance of the following in enabling business success:

- a) Personnel
- b) Product image
- c) Capital
- d) Market research
- e) Business plan **(15 marks)**

### QUESTION 5

Discuss the individual traits that make up potential entrepreneurs. **(15 marks)**