



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM J14, S13)

BEN 2202: BUSINESS PLANNING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 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) In what ways are financial records useful to entrepreneurs. **(4 marks)**
- b) What are the various things entrepreneurs cannot do without for business success. **(5 marks)**
- c) Explain the importance of each of the following to a business:
- i) Business goals
 - ii) Feasibility study
 - iii) Business name
 - iv) Employee background check
 - v) Product positioning
 - vi) Employee orientation
 - vii) Support services **(21 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Discuss the various types of business plans. **(20 marks)**

QUESTION 3

- a) Describe the various types of financial records that a small business should keep. **(12 marks)**
- b) What are the advantages of maintaining finance records? **(8 marks)**

QUESTION 4

Discuss the various potential sources of financial to entrepreneurs. **(20 marks)**

QUESTION 5

- a) Describe the characteristics of appropriate technology that make it ideal for use by small business. **(12 marks)**
- b) Prepare an illustration of a proforma income statement. **(8 marks)**