



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

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

BEN 2202: BUSINESS PLANNING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) State the various types of information required by potential entrepreneurs; give **TWO** suitable sources for each. **(8 marks)**
- b) Outline the various potential sources of employees to entrepreneurs. **(5 marks)**
- c) Give **the FOUR** ways of handling risk in a business. **(4 marks)**
- d) What is the importance of the inclusion of owner details in a business plan. **(4 marks)**
- e) What is the importance of keeping business records? **(4 marks)**
- f) State the characteristics of appropriate technology that make it suitable for small businesses. **(5 marks)**

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

QUESTION 2

In what ways are the following critical to the success of any business?

- a) Personnel
- b) Business plan
- c) Viable product
- d) Outside help
- e) Capital **(20 marks)**

QUESTION 3

Discuss the factors considered during business planning when analyzing:

- a) Target customers
- b) Business competitors
- c) Product pricing
- d) Business viability **(20 marks)**

QUESTION 4

Discuss the benefits of business plans to entrepreneurs. **(20 marks)**

QUESTION 5

Discuss the various legal forms of business ownership. **(20 marks)**