



TECHNICAL UNIVERSITY OF MOMBASA

FACULTY OF ENGINEERING

DEPARTMENT OF MECHANICAL AND AUTOMOTIVE ENGINEERING

DIPLOMA IN MARINE ENGINEERING

EMR 2218: BUSINESS PLANNING II

END OF SEMESTER EXAMINATIONS

SERIES: MAY 2016

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 three printed pages.**

QUESTION ONE

- a) Describe a business plan [6 Marks]
- b) Analyze the business description chapter of a business plan [10 Marks]
- c) Briefly explain **four** industries of a business [8 Marks]
- d) Outline at least **three** risks and mistakes that affects growing business [6 Marks]

QUESTION TWO

- a) Outline the qualities of a good business [10 Marks]
- b) Explain the characteristics of a product [10 Marks]

QUESTION THREE

One of the best marketing strategies is advertising and promotion. Explain giving the methods used [20 Marks]

QUESTION FOUR

- a) Management team plays an important role in an organization. Explain [10 Marks]
- b) Explain why disciplinary procedures are needed in an organization [10 Marks]

QUESTION FIVE

- a) Manufacturing plan is an important activity in an organization. Discuss [10 Marks]
- b) Explain at least **five** emerging trends in business plan [10 Marks]

EMR 222 B BUSINESS PLANNING MARKING SCHEME

Q 1a) A business plan

A written document describing the nature of business e.g sales and making strategies, financial, background etc.

b) Business description chapter

The owner, business name, B. location, address, entry and growth strategies.

c) Industry- Transport, construction, bakery, education, engineering etc

d) Risks and mistakes

1. Keeping up with the market
2. Planning ahead
3. Cash flow and financial management
4. Skills and attitudes
5. Welcoming change

Q 2 a) Qualities of a good business

- Able to return on investments
- Able to meet the needs of the customer
- Able to bring satisfaction to the entrepreneur
-
- eurs
- Should not be an illegal business
- Able to give back to the community

b) Characteristics of a product

- High capital requirement
- Demand adequate personnel
- Returns good profit
- Competition
- Delivery to customers when needed

Q 3 Advertising

- Promotion

- Methods – Direct mail lists
- Email marketing
- Using signs and displays
- Newspapers and magazines
- Online

Q 4 a) Management team

- They are the policy makers
- Include – Directors, managers, supervisors.
- Duties and qualifications

b) Need for disciplinary procedures

- Employees to know standards of performance
- Identify obstacles to individuals in achieving the required stds
- Enables employers and employees to agree suitable goals
- Resolve matters without resource to external dispute resolution processes
- Demonstrate to an employment tribunal that an appropriate process has been followed in case of any complaint by the employee

Q 5 a) importance of marketing plan in an organization.

- Provides an organized plan to move raw materials into the product phase timely
- Components of the production process to add to physical, financial requirement.
- Production requirement to have impact on physical location and human resources
- Ability to protect products through patent or trade mark to any complaint by the employee

b) Emerging trends – social cultural, economic, Technological political, Global and market dynamics trends