

**TECHNICAL UNIVERSITY OF MOMBASA**

**SCHOOL OF BUSINESS**

**Department of Business Administration**

**UNIVERSITY EXAMINATION FOR ALL DIPLOMA.**

**BEN 2202: BUSINESS PLANNING**

**END OF SEMESTER EXAMINATIONS**

**SERIES:FEB-MAY 2016**

**TIME:2 HOURS**

**CLASS:**

**DSM,DPMM,DLTM,DPT,DAC,DCDC,DCHM,DHIM,DME,DBCE,DICT,DIS,DBM,DHM  
,DFO,DBA,DA**

**INSTRUCTIONS.**

**THIS PAPER CONSISTS OF FIVE QUESTIONS.**

**Answer question one compulsory, and any other two questions.**

## **QUESTION ONE**

- a. A business should be a viable venture. Explain (10 Marks)
- b. What are the components of a business description plan (10 Marks)
- c. Explain the following terms as used in business planning (10 Marks)

-Viability

-Sustainability

-Market segmentation

-Capital

-Facility

## **2 QUESTION TWO**

Discuss the uses of a business plan. (10 Marks)

Discuss the importance of a financial advisor. (10 Marks)

## **3. QUESTION THREE**

Discuss various methods of advertising and promotion. (10 Marks)

Discuss the product life cycle giving characteristics of each stage (10 Marks)

## **QUESTION FOUR**

Discuss the role of the management team in the success of a business. (10 Marks)

Elaborate on the characteristics of operational plan (10 Marks)

## **QUESTION FIVE**

What are the financial objectives of a business/firm (10 Marks)

Discuss atleast five emerging issues and trends in business planning (10 Marks)