

**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.**

1. a. Discuss the internal(micro) and external ( macro) factors that can affect a business ( 10 marks)
  
- b. a. Discuss the 4 p's of marketing and the contribution each makes to the success of a business (10 marks)
  
- c. Discuss sales tactics used in marketing business products (10 Marks)
  
2. a. Describe 5 characteristics of a good business plan (10 marks)
  
- b. Give the importance of a business plan when starting a business (10 Marks)
  
3. a. Discuss the following: sole proprietorship (10 marks)

### Partnership

company

- b. What role does the management of an organization play to ensure success of the business/firm (10 Marks)
  
4. a. Discuss the importance of cash flow forecast (10 Marks)

b. Discuss the importance of designing operational plan strategies (10 Marks)

5. Explain the components of a business plan (20 Marks)