

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)