

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)