



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF ENGINEERING

DEPARTMENT OF MECHANICAL ENGINEERING

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MECHANICAL ENGINEERING

BEN 2202: BUSINESS PLANNING

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2017

TIME: 2HOURS

DATE: Aug2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE

- a. Describe the main components of a business description. (10Mks)
- b. What are the objectives of marketing plan? (10Mks)
- c. The characteristics of Sole proprietorship business. (10Mks)

QUESTION TWO

- a. Highlight information to be included in the industry analysis of a proposed business. (8Mks)
- b. Explain any **SIX** factors that a potential entrepreneur should consider before locating his/her business. (12Mks)

QUESTION THREE

a. Analyze **FIVE** factors entrepreneurs consider when setting prices for their products/ services.
(10Mks)

b. Describe any **FIVE** support services potential entrepreneurs may need for their proposed businesses. (10Mks)

QUESTION FOUR

a. Explain any **FIVE** ways which entrepreneurs can use to motivate their employees. (10Mks)

b. Discuss how entrepreneurs can evaluate and develop his/her employees. (10Mks)

QUESTION FIVE

a. Describe any **Five** government regulations that may affect the operation of a start-up business.
(10Mks)

b. Explain any **FIVE** external factors that affect the production/operation of a business. (10Mks)