



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 (Compulsory)

- a. Define business planning and describe **FOUR** of its purposes to enterprises. (10Mks)
- b. Explain any five reasons that can lead to the failure of a business plan. (10Mks)
- c. Explain **FIVE** parties that are interested in reading a business plan. (10Mks)

Question TWO

- a. Identify and explain **FIVE** parts of a business plan. (10Mks)
- b. Describe **FIVE** purposes of conducting an environmental analysis in enterprises.(10Mks)

Question THREE

- a. State and briefly explain **FIVE** emerging issues in business planning. (10Mks)
- b. Explain **FIVE** sources of finance to an entrepreneur. (10Mks)

Question FOUR

- a. Explain **FIVE** benefits of a business plan to an enterprise. (10Mks)
- b. Explain the financial objectives of the business. (10Mks)

Question FIVE

- a. Explain **FIVE** functions of a management team in a business. (10Mks)
- b. Describe the main parts of production plan. (10Mks)