



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN BUSINESS ADMINISTRATION, DIPLOMA IN ACCOUNTANCY, DIPLOMA IN BUSINESS MANAGEMENT, DIPLOMA IN HUMAN RESOURCE MANAGEMENT, DIPLOMA IN PROCUREMENT AND MATERIALS MANAGEMENT, DIPLOMA IN SALES AND MARKETING, DIPLOMA IN FRONT OFFICE ORGANIZATION, DIPLOMA IN LOGISTICS AND TRANSPORT MANAGEMENT, DIPLOMA IN ELECTRICAL ENGINEERING, DIPLOMA IN MEDICAL ENGINEERING, DIPLOMA IN MECHANICAL ENGINEERING

BEN 2202: BUSINESS PLANNING

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Dec 2016

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) Identify and explain FIVE components of a business description plan (10 mks)
- b) Feasibility, viability and sustainability are key considerations for a new business. Describe their importance to business planning (10 mks)
- c) State and briefly explain parts of a business plan (10 mks)

Question TWO

- a) Explain FIVE uses of a business plan (10 mks)
- b) Describe FIVE benefits of setting business objectives in a business (10 mks)

Question THREE

- a) Identify and explain FIVE emerging issues and trends in business planning (10 mks)
- b) State and briefly explain FIVE marketing methods for a business (10 mks)

Question FOUR

- a) Describe FIVE objectives of a production plan in business planning (10 mks)
- b) Identify and explain FIVE factors that influence business profitability (10 mks)

Question FIVE

- a) Define the following terms as used in business planning
 - I. Strengths (2 mks)
 - II. Weaknesses (2 mks)
 - III. Opportunities (2 mks)
 - IV. Threats (2 mks)
 - V. Competitive Advantage (2 mks)
- b) Describe the Product-Life Cycle (10 mks)