



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

ELECTRICAL & ELECTRONICS ENGINEERING

BEN 2202: BUSINESS PLANNING

END OF SEMESTER EXAMINATION

SERIES:AUGUST2019

TIME:2HOURS

DATE:AUGUST 2019

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.**
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Question ONE

- a) Write short notes on the following business planning terms.
 - 1) Organization structure (**2mks**)
 - 2) Operations and production plan (**2mks**)
 - 3) Business risk (**2mks**)
 - 4) Market analysis (**2mks**)
 - 5) Financial plan (**2mks**)
- b) Highlight any FIVE benefits of preparing a business plan for an entrepreneur. (**10mks**)
- c) Describe any FIVE elements you as an entrepreneur will include in the business description of a business plan. (**10mks**)

Question TWO

- a) Discuss FIVE strengths of a flat type of structure of business organization. **(10mks)**
- b) Facility location should guarantee commercial success and competitive advantage. Describe any FIVE factors influencing facility location. **(10mks)**

Question THREE

- a) Describe any FIVE elements you as an entrepreneur will include in your marketing plan. **(10mks)**
- b) (1) A financial plan should include key financial statements. Identify and explain any TWO of the financial statements. **(6mks)**
(2) State and explain any TWO benefits of successful financial plan. **(4mks)**

Question FOUR

- a) Discuss any FIVE risk management strategies that can be adopted by an entrepreneur. **(10mks)**
- b) Describe any FIVE specific attachments contained in the appendix sections as reference materials of a business plan. **(10mks)**

Question FIVE

- a) Business plans have evolved tremendously in the recent past. Analyze any FIVE emerging issues/trends in business planning. **(10mks)**
- b) A market analysis shows the investors that an entrepreneur knows his market and that the market is large enough to build a sustainable business. Highlight any FIVE things that you as an entrepreneur will analyze in your market analysis. **(10mks)**