

TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN HUMAN RESOURCE MANAGEMENT

DIPLOMA IN BUSINESS MANAGEMENT

DIPLOMA IN PURCHASING AND MATERIALS MANAGEMENT

DIPLOMA IN FRONT OFFICE

DIPLOMA IN SALES MANAGEMENT

DIPLOMA IN BUSINESS ADMINISTRATION

DIPLOMA IN ACCOUNTING

DIPLOMA IN ENVIRONMENTAL STUDIES

BEN 2202: BUSINESS PLANNING

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: 24 Jun 2019

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, Calculator, 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) Explain **FIVE** instances when an entrepreneur prepares the business plan (5 marks)
- b) Describe **FIVE** benefits of a business plan to an enterprise (5 marks)
- c) Describe **FIVE** reasons/ relevance for marketing research and analysis in the business plan (10 marks)
- d) List and explain at least **FIVE** components of the business description (10 marks)

Question TWO

- a) Highlight and explain **FIVE** characteristics of a good business plan (10 marks)
- b) Discuss **FIVE** regulations that enterprises must adhere to for their smooth operations. Use examples (10 marks)

Question THREE

- a.) Explore any **FIVE** risks that businesses face in their day to day operations (10 marks)
- b) Explain **FIVE** elements of a management plan (10 marks)

Question FOUR

- a) Most enterprises in our economy are SME's and are run as sole proprietorship. Explain **FIVE** features of this common form of ownership (10 marks)
- b) You have introduced a new chocolate brand "Kit Kat". Explain **FIVE** promotional methods that can be used to increase its sales (10 marks)

Question FIVE

- a) Explain ways in which the business plan is important to the following stakeholders;
 - i) Suppliers
 - ii) Customers
 - iii) Financiers
 - iv) Employees
 - v) Investors (10 marks)

b) The following are records found in the books of accounts of coastal emporium enterprises as at 31st December 2007.

Building shs 3000

Stock of goods shs 350

Creditors shs500

Cash at bank sh2050

Cash at hand sh1000

Capital shs 6000

Debtors sh100

Prepare the balance sheet for coastal Emporium enterprises (10 Marks)