



# TECHNICAL UNIVERSITY OF MOMBASA

## *Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL & INSTITUTIONAL MANAGEMENT

(DHIM J13)

### **BEN 2202: BUSINESS PLANNING**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- ***This paper consists of Two printed pages.***

## SECTION A (Compulsory) 30 Marks

### QUESTION 1

- a) Describe the following terms:  
i) Overhead expenses  
ii) Sales promotion  
iii) Break-even point  
iv) Equity capital  
v) Feasibility study **(10 marks)**
- b) Give any **FOUR** government incentives to entrepreneurs. **(4 marks)**
- c) What aspects do entrepreneurs consider when discussing the following in a business plan:  
i) Potential customers  
ii) Competitors **(12 marks)**
- d) What are the reasons that drive individuals into writing business plans? **(4 marks)**

## SECTION B (Answer any TWO questions) 40 Marks

### QUESTION 2

Discuss the various types of business plans. **(15 marks)**

### QUESTION 3

Give a brief description of the contents of the various parts of a business plan. **(15 marks)**

### QUESTION 4

- a) Describe the various sources of free information to entrepreneurs. **(8 marks)**
- b) Draw and label a sample format of a projected cashflow statement. **(7 marks)**

### QUESTION 5

- a) Write down any **TEN** attributes of entrepreneurs. **(10 marks)**
- b) Outline the importance of the operational plan in a business plan. **(5 marks)**