



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

DEGREE CLASSES:

BACHELOR OF TECHNOLOGY IN MEDICAL ENGINEERING

BMK4430: BUSINESS DEVELOPMENT SKILLS AND MARKETING

END SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2HOURS

DATE:Apr2025

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) 30 marks

(a) Ali is a young entrepreneur looking to launch a specialty Coffee shop in a competitive urban market. He is concerned about standing out and attracting the right customers to his coffee shop. Discuss the marketing strategies that Ali can employ to differentiate his coffee shop in a competitive market and attract a loyal customer base.
[10 marks]

(b) Identify factors in the marketing macro environment and explain how each one of them influences the firms marketing activity. [10 marks]

(c) Odhis who operates his business at Bondo Town had the following balances of assets and liabilities in the accounting books on 31st March 2025: creditors Ksh28,000, equipment Ksh62,000, car Ksh73,000, stock Ksh81,000, debtors Ksh40,500, cash at Bank Ksh91,000, cash in hand ksh1,950.

(i) Calculate his capital as at that date. [3 marks]

During the first week of April 2025

- 2nd April,2025 Odhis bought extra equipment on credit for Ksh1,100
- 3rd April,2025 Odhis bought extra stock by cheque Ksh 3,800
- 4th April,2025 Odhis paid creditors by chequeKsh11,500
- 5th April,2025 debtors paid Odhis Ksh6,400 by cheque and Kssh900 by cash.
- 7th April,2025 Odhis put an extra Ksh15,000 into the business, Ksh13,000 by cheque and Ksh 2,000 by cash.

(ii) Draw up Odhis Balance Sheet as on 7th April, 2025 after the above transactions have been completed. [7 marks]

Question Two

Record the following transactions for the month of March, 2025 of Texa Supermarket. Balance off all the ledger accounts and extract a Trial Balance as at 31st March,2025.

[20 marks]

2025

March

1. Started in business with Ksh105,000 cash.
2. Put Ksh90,000 of the cash into a bank account.
3. Bought goods for cash Ksh5,500
4. Bought goods on credit from: Doline Ksh8,000, Hera Ksh9,300, Sylvester Ksh Ksh1,600, Lorna Ksh 5,100.
5. Bought stationery on credit from Buto Ltd. Ksh890.
6. Sold goods on credit to Tony Ksh 1,700, Fena Ksh2,400, Selly Ksh3,260, Tom Ksh 2,040.
8. Paid rent by cheque Ksh 2,200.
10. Bought fixtures on credit from Chief Ltd. Ksh6,100.
11. Paid salaries in cash Ksh7,900.
14. Returned goods to Hera Ksh300, Sylvester Ksh420.
15. Bought Van by cheque Ksh65,000.
16. Received loan from Absa Bank by cheque Ksh20,000.
18. Goods returned to us by Tony Ksh50, Selly Ksh200.
21. Cash sales Ksh1,450.
24. Sold goods on credit to Fena Ksh1,300, Tom Ksh 4,100, Patricia Ksh1,580.
26. We paid the following by cheque : Hera Ksh9,000, Sylvester Ksh1,180.
29. Received cheques from Patricia Ksh1,580, Fena Ksh3,700.
30. Received a further loan from Absa Bank by cash Ksh5,000.
30. Received Ksh6,140 cash from Tom.

Question Three

- a) A number of youth are getting disillusioned in the world of work (paid employment). Most of them have since abandoned the quest for formal employment and embraced self-employment. Discuss reasons why they embrace self-employment as a career option.

[10

marks]

- (b) Women participation in entrepreneurship is still lower than men's. Explain some measures which the government of Kenya (GoK) has put in place in order to increase the participation of women in entrepreneurial activities.

[10 marks]

Question Four

- (a) (i) Highlight the advantages of a partnership type of business. [5 marks]

- (ii) Discuss the factors that affect decision making in an organization.

[5

marks]

- (b) Explain Any FIVE types of financial information that an entrepreneur should include in a business plan, specifying the importance of each type. [10 marks]

Question Five

- (a) Young people are fond of starting and operating businesses as partners. It is advisable that for smooth operations, they should have a Partnership Deed/Agreement. Analyze the major items that must be included in the Partnership Deed/Agreement.

[10 marks]

- (b) Explain FOUR characteristics of services, highlighting their implications to service marketing.

[10 marks]