



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

BACHELOR OF SCIENCE IN MEDICAL ENGINEERING

BMK4430: BUSINESS DEVELOPMENT SKILLS AND MARKETING

END OF SEMESTER ORDINARY EXAMINATION

SERIES: DECEMBER 2024

TIME: 2HOURS

DATE:Dec2024

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 influences the firm's marketing activity. [10 marks]

- b) There are several people and groups that are interested in the company's books of accounts and records. State the users of the financial statements explaining clearly the interest of each group. [10 marks]

Question Two

Below is the Trial Balance of Madam Ayesh as of 30th September,2023.

PARTICULARS	DR. (KES)	CR.(KES)
Stock 1 st October 2022.	41,600	
Carriage outwards	2,100	
Carriage inwards	3,700	
Returns inwards	1,540	
Returns outwards		3,410
Purchases	188,430	
Sales		380,400
Salaries and wages	61,400	
Warehouse rent	3,700	
Insurance	1,356	
Motor expenses	1,910	
Office expenses	412	
Lighting and heating expenses	894	
General expenses	245	
Premises	92,000	
Motor Vehicles	13,400	
Fixtures and Fittings	1,900	
Debtors	42,560	
Creditors		31,600
Cash at Bank	5,106	
Drawings	22,000	
Capital		68,843
	<u>484,253</u>	<u>484,253</u>

Stock at 30th September 2023 was KES 44,780.

Required:

- (a) Madam Ayesh's trading and profit and loss account for the year ended 30th September 2023. [12 mark]
- (b) Madam Ayesh's balance sheet as at 30th September,2023. [8 marks]

Question THREE

- a) Many youths 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's participation in entrepreneurship is still lower than men's. Explain some measures that the government of Kenya (GoK) has put in place to increase the participation of women in entrepreneurial activities. [10 marks]

Question FOUR

- a) (i) Describe the essential steps in the process of decision-making. [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]