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

SPECIAL/ SUPPLEMENTARYEXAMINATION

SERIES: JULY 2025

TIME: 2HOURS

DATE: ……Jul2025

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) Read the case below and answer the questions that follow.

Clementina is an aspiring entrepreneur who wants to start a Confectionery business in Mombasa City. She is looking for sources of finance to fund her confectionery business but is unsure about the options available to her. While pursuing a degree course in Hospitality and Tourism Management at Technical University of Mombasa (TUM), Clementina understood the importance of financial planning. She is also aware that presenting a well written business plan to potential financiers is a very noble idea, but she is not sure where to begin. She has approached you for help, assist her by basing your focus on the items below.

(i) Why is financial planning important for a business? [1 mark]

(ii) Highlight the components that Clementina should include in her financial plan. [4 marks]

(iii) Discuss the key considerations that Clementina should keep in mind when choosing a source of debt finance for her Confectionery business. [10 marks]

(b) Discuss any FOUR marketing management philosophies under which Organizations conduct their marketing activities. [8 marks]

(c) (i) Nicky had the following assets and liabilities as on 30th November, 2023: creditors KES 39,500; Equipment KES 62,900; Motor Vehicle KES 115,000; Stock KES 61,500; Debtors KES 57,700; Cash at Bank KES 72,800 and Cash in hand KES400.

Required: Compute the balance on Capital account as at 30th November, 2023. [2 marks]

(ii) During the first week of December, 2023, Nicky:

I. Bought extra equipment on credit for KES 13,800.
II. Bought extra stock by cheque KES 5,700.
III. Paid creditors by cheque KES 7,900.
IV. Received from Debtors KES 8,400 by cheque and KES 600 by cash.
V. Put in an extra KES 2,500 cash as capital.

Required: Nicky's Balance Sheet as at 7th December,2023, after the above transactions have been completed. [5 marks]

Question Two

(a) (i) Describe the FOUR phases of the entrepreneurial process. [4 marks]

(ii) Entrepreneurs invest in businesses with an expectation of getting rewards. Explain **any three** types of rewards available to an entrepreneur. [6 marks]

(b) It is a common say that, "failing to plan is planning to fail", this is perhaps more correct in relation to businesses. In light of the above say, explain how a business will benefit from a well-prepared business plan. [10 marks]

Question Three

(a) Explain the role of marketing to the society. [10 marks]

(b) Analyze the types of risks that an entrepreneur may encounter in his/her business, also indicate how each risk you have mentioned can be minimized. [10 marks]

Question Four

Below is the Trial Balance of Edward Ayoro as at 31st December, 2023. Stock as at 1st January, 2023 was worth KES 26,680.

PARTICULARS	DR. (KES)	CR.(KES)
Stock 1st January, 2024.	23,680	
Carriage outwards	2,000	
Carriage inwards	3,100	
Returns inwards	2,050	
Returns outwards		3,220
Purchases	118,740	
Sales		186,000
Salaries and wages	38,620	
Rent	3,040	
Insurance	780	
Motor expenses	6,640	
Office expenses	2,160	
Lighting and heating expenses	1,660	
General expenses	3,140	
Premises	50,000	
Motor Vehicles	18,000	
Fixtures and Fittings	3,500	
Debtors	38,960	
Creditors		17,310
Cash at Bank	4,820	
Drawings	12,000	
Capital		126,360
	332,890	332,890

Required:

(a) Edward Ayoro's trading and profit and loss account for the year ended 31st December, 2023. [12 marks]

(b) Edward Ayoro's Balance Sheet as at 31st December, 2023. [8 marks]

Question Five

(a) Discuss the role that information and communications technologies (ICT) has played towards the development of entrepreneurship. [10 marks]

(b) (i) Describe **any two** theories of leadership. [4 marks]

(ii) Explain **any five** leadership styles which an entrepreneur can adopt in his/her business enterprise. [6 marks]