



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL MANAGEMENT

(DHM J12)

BEN 2230: BUSINESS PLAN DEVELOPMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2013

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) Explain **FIVE** possible reasons for preparing and developing a business plan. **(10 marks)**
- b) Write brief notes on the outline of the management and Human Resource section of a typical business plan. **(10 marks)**
- c) Outline a framework you would apply in analyzing the market situation of a proposed start-up tourism venture. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) Outline any **FIVE** attributes you would use in profiling a target market when developing a marketing plan for your business plan. **(10 marks)**
- b) What details would you include in a business plan's projected P & L (Profit and Loss) statement? **(10 marks)**

QUESTION 3

- a) Explain the following terms:
 - i) Return on Investment
 - ii) SWOT analysis
 - iii) Return On Assets (ROA)
 - iv) Unique Selling Point (USP)
 - v) Revenue stream **(10 marks)**
- b) Outline **FIVE** aspects of the marketing mix you would include in your business plan. **(10 marks)**

QUESTION 4

- a) State **FIVE** licensing and regulatory requirements for any start-up tourism business. **(5 marks)**
- b) State any **FIVE** target audience for a business plan. **(5 marks)**
- c) Outline **TEN** components of a business plan write-up. **(10 marks)**

QUESTION 5

- a) "The business planning process adopts a strategic management approach". Outline **FOUR** guiding principles of the marketing plan in the context of strategic planning. **(10 marks)**
- b) Outline any **FIVE** consideration a business plan would highlight in presenting a competitor and competitive advantage analysis of a tourism start-up business. **(10 marks)**