



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY ORDINARY EXAMINATION

2020/2021 ACADEMIC YEAR

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN
BUSINESS MANAGEMENT**

BCB 050– BUSINESS PLANNING

DURATION: 2 HOURS

Instructions to candidates:

1. Answer question One and Any Other Two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Outline five techniques of generating business ideas. (5marks)
- b) Highlight five key elements of a business plan. (5marks)
- c) List five characteristics of business in the mature phase. (5marks)
- d) Give five reasons for protection of business ideas. (5marks)
- e) Outline five factors to consider in selecting the best form of business ownership.(5marks)
- f) State five sources of business finance. (5marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Discuss five importance of having a marketing plan. (10marks)
- b) Explain five responsibilities of business manager. (10marks)

QUESTION THREE (20 MARKS)

- a) Describe the steps involved in the development of marketing objective plans. (10marks)
- b) Explain five benefits of conducting marketing research. (10marks)

QUESTION FOUR (20 MARKS)

- a) Discuss five external environmental factors which have an influence in the operation of a business. (10marks)
- b) Explain five methods of protecting business ideas and secrets. (10marks)