



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

UNIVERSITY SPECIAL/RESIT EXAMINATION

2023/2024 ACADEMIC YEAR

**.... YEARSEMESTER EXAMINATION FOR BACHELOR OF SCIENCE
IN ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

BHE 204 –BUSINESS PLANNING

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer Section A and any Three Questions from Section B.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

QUESTION ONE (30 MARKS)

- a. Define the term Business Plan. (4 marks)
- b. Explain FIVE components of a good feasibility study. (5 marks)
- c. Executive summary of a business plan is often called the most important part of a business plan. Discuss. (5 marks)
- d. Highlight THREE types of administrative plans that a manager will use in this business. (6 marks)
- e. Outline FIVE sources of acquiring finance for an enterprise. (5 marks)
- f. Highlight the importance of executive planning in a business. (5 marks)

QUESTION TWO (20 MARKS)

- a. Explain the principles of innovation in enhancing enterprise creativity. (10 marks)
- b. Explain the content in organisational management section of a business plan.(10 marks)

QUESTION THREE (20 MARKS)

- a. Explain FIVE important principles of administrative planning. (10 marks)
- b. Outline the process of planning. (10 marks)

QUESTION FOUR (20 MARKS)

- a. Explain Three Classifications of Shock (10 marks)
- b. Explain any FIVE facets of planning in Business. (10 marks)