



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND  
TECHNOLOGY (MMUST)**

**UNIVERSITY EXAMINATIONS**

**2017/2018 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER MAIN EXAMINATIONS**

**FOR THE DEGREE**

**OF BACHELOR OF COMMERCE**

**COURSE CODE:   BCB 360**

**COURSE TITLE: BUSINESS PLANNING**

**DATE: TUESDAY 6/3/2018      TIME: 3.00-5.00PM**

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**INSTRUCTIONS TO CANDIDATES**

- 1. ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**
- 2. DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

**TIME: 2 HOURS**

**MMUST observes ZERO tolerance to examination cheating**      ▶

*This Paper Consists of 2 Printed Pages. Please Turn Over.*

### Question one

**Read the following statement and answer questions which follow**

The newly elected governor of Vihiga County has come up with a policy for empowering youth in the county through business venture capital as a way of addressing unemployment. The youth have been advised to form 20 groups.

For the youth groups to access the funds, a condition of developing viable business plans has been raised by the county government. You have been identified as an expert to help the county youth groups in developing business proposals.

**Required:**

- a) Design a business plan dummy cover pages to be used as a template for all the 20 youth groups in the county **(10 marks)**
- b) Guide the 20 youth groups on what is expected of a comprehensive executive summary in their proposals **(10 marks)**
- c) Business locational factors is one major element that would justify business opportunity in the business plan. Create "*Business locational factors*" as a subheading in the dummy business plan and discuss five factors constituting its content **(10 marks)**

### Question two

(a) Most youth business groups in Vihiga County are likely to encounter strong competition from existing businesses on entry. As a tool to be used in the business proposals, suggest five possible entry strategies available to the youth groups to be factored in their business plans. **(10 marks)**

(b) Vihiga County has numerous business opportunities with many types of potential customers at the youth's disposal. Bring out four types target customers to be introduced in the business plans. **(10 marks)**

### Question three

(a) Business description is a key component in a business proposal. Clearly bring out five features of an ideal business description in a business plan. **(10 marks)**

(b) SWOT analysis is of prime importance to youth groups business proposal in Vihiga County as it will help them rate their groups against potential competitors. With the aid of clear examples, bring out the main SWOT elements. **(10marks)**

**Question four**

(a) Develop a short span organogram with three levels and describe key management personnel and their terms of reference as part content for organization and management plan in a business proposal. (10 marks)

(b) Identify and describe any five business support services you would advise the youth groups to include in their business proposals.(10 marks)

**Question five**

Elucidate in detail five financial reports you would advise Vihiga County youth to include in the financial plans in their business proposals.(20 marks)

