



*(University of Choice)*

# **MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**(MMUST)**

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR**

**EXAMINATIONS FOR THE MASTERS OF**

**BUSINESS ADMINISTRATION**

**COURSE CODE: MBA 864E**

**COURSE TITLE: BUSINESS PALNNING**

**DATE: THURSDAY, 28<sup>TH</sup> JULY 2022      TIME: 2:00 -5:00PM**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**TIME: 2 Hours 30 minutes**

**MMUST observes ZERO tolerance to examination cheating**

## QUESTION ONE

Read the case below and answer the questions which follow;

### **John Paul plans for business start up**

John Paul is a potential entrepreneur in Turkana County. He acquired a Masters Degree in Entrepreneurship in Masinde Muliro University of Science and Technology in 2019. The knowledge he acquired has inspired him in setting up a medium size general merchandise in Turkana . his plan is to differentiate his venture from existing business in the county. What would make a difference in his decision to develop a business plan to guide his business operations.

**Required.**

- a) Explain the importance of the business plan developed by John in managing his intended business.? (10mks)
- b) Bring out the elements in chapter one of the business plan being developed by John. (10mks)
- c) How would John business be disadvantaged if he fails to adhere to the business plan? (10mks)
- d) Recommend to John Paul four types of potential customers he is likely to come across in Turkana county. (10mks)

## QUESTION TWO

- a) Provide five considerations to writing an effective analyses of products and services in a business plan. (10mks)
- b) What items would you consider in carrying out industry analysis in a business plan. (10mks)

## QUESTION THREE

- a) Assume John has four competitors in Turkana county in question One for his business. Develop a SWOT analysis table for all the five business . (10mks)

- b) Argue out justification of the business opportunity for John on basis of the table developed in Question Three (a). (10mks)

#### **QUESTION FOUR**

- a) Marketing plan focuses on how the business will market and sell its products or services. Identify four elements of this item in a business plan. (10mks)
- b)
- (i) Generate five possible channels of distribution for John in Question One and explain how each one apply in his business plan in Turkana County. (5mks)
  - (ii) Which possible methods of advertisement should John consider for his products in the business plan? (5mks)

#### **QUESTION FIVE**

- a) Propose and draw A 4 level short span organizational structure for John's business in Question One. (10mks)
- b) Identify five key components of chapter five in the business plan. (10mks)

