



(University of choice)

**MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)
UNIVERSITY EXAMINATION
MAIN CAMPUS
2022/2023 ACADEMIC YEAR, THIRD YEAR SEMESTER I
FOR THE DEGREE PROGRAMME
MAIN EXAM**

COURSE CODE: BCB 360

COURSE TITLE: BUSINESS PLANNING AND SMALL ENTERPRISES

DATE: FRIDAY, 21ST APRIL 2023

TIME: 12:00 - 2:00PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO

TIME: 2 HOURS

MMUST observes ZERO Tolerance to Examination Cheating

This paper consists of other pages. Please turn over.

QUESTION ONE (30 MARKS)

- a) A business plan is not like other plans. Confirm this statement with five appropriate examples (10Marks)
- b) At what time is the business plan prepared(*before or after starting a business*)for any choice made, give examples (10Marks)
- c) A business plan has guidelines, identify any five of them and explain (10Marks)

QUESTION TWO (20 MARKS)

- a) Under the business plan, there is the consideration of how the business should receive funding. Point out any five sources and elaborate them. (10Marks)
- b) A Business name is the heartbeat of any business. Give five ways in which this statement is true (10Marks)

QUESTION THREE (20 MARKS)

- a) In your locality, entrepreneurs have come for consultation on what they should expect about the basic elements in the financial section of the business plan. Advice (10Marks)
- b) As a student of business, is it necessary to utilize market research? Confirm by Use of five relevant examples in your answers (10Marks)

QUESTION FOUR (20 MARKS)

- a) In any business you require labor. How is it realized? Explain using five approaches in reference to skills. (10Marks)
- b) Give five reasons why it is crucial to determine your competitors when in business. (10Marks)

QUESTION FIVE (20 MARKS)

- a) The market analysis in the business plan is very vital, explain two categories of customers you're likely to receive during operations (10Marks)
- b) A business enterprise can be formal or informal, in which way can this statement be true? Use two examples to clarify your answers (10Marks)