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(*University of choice*)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

UNIVERSITY MAIN EXAMINATIONS
2023/2024 ACADEMIC YEAR
YEAR THREE SEMESTER TWO

MAIN EXAMINATION
FOR THE DEGREE OF
BACHELOR OF TECHNOLOGY (COSMETOLOGY & BEAUTY SCIENCE)

COURSE CODE: BCB 360

COURSE TITLE: BUSINESS PLANNING

DATE: 24TH APRIL 2024 **TIME: 8.00- 10.00AM**

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

Answer Question One Compulsory A and Any other TWO (2) Questions

MMUST observes ZERO tolerance to examination cheating

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

QUESTION ONE (COMPULSORY)

You work as a Business Development Manager in a firm in Nairobi, and the Board of Directors has tasked you to present an outline on the following:

a) Significant guiding principles to keep in mind while developing a winning business plan (10 marks)

b) Factors to consider when evaluating business opportunities (10 marks)

c) Business planning objectives that will enable the BOD to have clear growth goals for the company (10 marks)

QUESTION TWO

a) Explain the strategies which are the main entry point applied in the market when making a business plan (10 marks)

b) Outline the relevance of conducting feasibility study as a tool of business plan (10 marks)

QUESTION THREE

a) Summarise the main source of information required by a small scale entrepreneur in writing a business plan (10 marks)

b) "It makes sense to write a business plan with particular emphasis in mind". Examine types of business for which a business plan may be written (10 marks)

QUESTION FOUR

a) Explain reasons why business name is important when developing a business idea (10 marks)

b) Examine why financial segment is key in business plan of a firm (10 marks)

QUESTION FIVE

a) Explain FIVE key marketing plan section that are important for a business plan (10 marks)

b) Outline the relevance of Executive Summary as the most critical part of a business plan (10 marks)