



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY – APRIL 2017 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCBA 304

COURSE TITLE: BUSINESS PLANNING

DATE: 7 APRIL 2017

TIME: 8.00 AM – 11.00 AM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY QUESTION ONE (40MARKS)

- a) A good business plan should have descriptive material and justification material distinguish between the two terms (5marks)
- b) You want to start a business and you realise that having a business plan is very import discuss the purpose of a business plan (4marks)
- c) Each and every firm must develop a financial plan discuss how firms develop financial plans (6marks)
- d) Citing relevant examples distinguish between business planning and business plan (4mark)
- e) Briefly explain the advantages of creativity to a business (5marks)
- f) An entrepreneur will always want to invest in a business that is worth it. Discuss the process of recognizing business idea as a business opportunity (6marks)
- g) Distinguish between creativity and innovation citing relevant examples (5mark)
- h) Discuss how you can go about segmenting and categorizing your customer (5marks)

SECTION B: ANSWER ANY OTHER THREE QUESTIONS

QUESTION TWO (20MARKS)

- a) Discuss all critical environmental factors that are likely to determine the success and failure of a business enterprise (10marks)
- b) As a consultant you have been asked by a client who wants to start up a hotel business to come up with a business plan describe the components of a good business plan (10marks)

QUESTION THREE (20MARKS)

a) A friend has requested you to help him to come up with a business idea write a write up describing the sources of business idea you may incorporate (10marks)

b) One of the factors that lead to the success of a business is creativity discuss the advantages of creativity to your business (10marks)

QUESTION THREE (20MARKS)

a) Before you decide what business you will involve yourself into one should always evaluate and select a business opportunity discuss (10marks)

b) Competition is very common in businesses today discuss times that you should be concerned about competition (10marks)

QUESTION FOUR (20MARKS)

c) Discuss guidelines that may help you in identifying business opportunity (10marks)

b) One should always analyze your competitors knowledgably discuss the factors to be considered when analyzing your competitors (10marks)

QUESTION FIVE (20MARKS)

a) Describe the characteristics of a target market and the process of identifying it (10marks)

b) Each business is always prone to some risks discuss the risks that can be found in a business (5marks)

c) A good business opportunity should have certain characteristics, discuss (5marks)