



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2018/2019 ACADEMIC YEAR

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR, BACHELOR
OF ENTERPRENEURSHIP AND SMALL ENTREPRISE MANAGEMENT**

BHE204– BUSINESS PLANNING

DATE: 16/4/2019

TIME: 2-4 P.M

Instructions to candidates:

1. Answer question One and Any Other Two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- (a) Define the following terms (6 marks)
- I. Organizational shock
 - II. Innovation
 - III. Feasibility study
- (b) Explain three types of plans that a manager can use in his pursuit of company goals. (6 marks)
- (c) Identify five benefits of a business plan (5 marks)
- (d) Outline five goals of innovation (5 marks)
- (e) Highlight the sections in a marketing plan (4 marks)
- (f) Explain the sources of human resource in a business (4 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- (a) Outline five principles of administrative planning (10 marks)
- (b) Financial plan is regarded as one of the most important part of business plan. Elaborate (10 marks)

QUESTION THREE (20 MARKS)

- (a) Differentiate two types of creativity (4marks)
- (b) Discuss five elements of a feasibility study (10 marks)
- (c) Explain three causes of organizational shocks (6 marks)

QUESTION FOUR (20 MARKS)

- (a) Explain the critical steps used to manage the shock process (10 marks)
- (b) Discuss five principles of innovation in small enterprise (10 marks)