



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF HUMAN RESOURCE

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF
SCIENCE IN ENTREPRENEURSHIP.**

BHE 204: BUSINESS PLANNING

DURATION: 2 HOURS

DATE: 20TH APRIL 2018

TIME: 9.00 – 11.00 AM

Instructions to Candidates:

1. Answer **Question 1** 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

- (a) Differentiate between feasibility study and Business Planning. (4 marks)
- (b) Explain **Three** causes of organizational shock. (6 marks)
- (c) Explain any **Five** main facets of Planning in Business. (10 marks)
- (d) Outline the process of innovation planning. (10 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO

- (a) Outline **Six** key components of a good feasibility study. (6 marks)
- (b) Explain any **Three** benefits of Business Planning. (6 marks)
- (c) As you are developing your business plan, a crucial consideration is who will read it and what they will expect to learn from it. Discuss the **Two** groups of your audiences. (8 marks)

QUESTION THREE

- (a) You have been requested to assist Muranga University to write its business plan covering three years. Explain marketing section of this plan using relevant examples where appropriate. (10 marks)
- (b) Explain any **Five** sources of acquiring human resource for an enterprise (10 marks)

QUESTION FOUR

- (a) What is organizational shock. (4 marks)
- (b) Explain three classification of organizational shock. (6 marks)
- (c) Executive summary is often called the most important part of a business plan. Discuss. (10 marks)