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University Examinations 2023/2024

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION

BFB 3452: BUSINESS PLANNING

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (30 MARKS)

- a) Discuss reasons why business plan is an important tool to any upcoming entrepreneur today (10 marks)
- b) Explain the common mistakes that an entrepreneur may make when drafting a business plan (10 marks)
- c) When writing a business plan, an entrepreneur should highlight his main sources of fund. Elucidate these main sources of business funding that are available for consideration. (10 marks)

QUESTION TWO (20 MARKS)

- a) By use of practical examples discuss what is SWOT analysis and show why its an important consideration when drafting entry and growth plan. (10 marks)
- b) Explain the major components of a marketing plan to be included in a business plan (10 marks)

QUESTION THREE (20 MARKS)

- a) It is often said that 50 % of privately owned business fail in the first year and 95% within the first five years. Using an appropriate diagram describe the business life cycle
(10 marks)
- b) Explain the major features of a good financial plan of an enterprise in modern day
(10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain the guiding factors that can help an upcoming entrepreneur write an effective business plan
(10 marks)
- b) By use of examples discuss some of elements affecting production and operations that you need to consider when drafting a business plan
(10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the following organization structures that may be considered when drafting a business plan
- i. Functional structure (4 marks)
 - ii. Matrix structure (4 marks)
 - iii. Divisional structure (4 marks)
- b) Discuss the objectives of financial plan as a component of a business plan.
(8 marks)