



SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF BUSINESS ADMINISTRATION

UNIT CODE: BAE 301, UNIT NAME: BUSINESS PLANNING

September – December 2018/2019 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

Question 1.

You have been employed as a General Manager for TELX Ltd is a newly incorporated telecommunication firm in Kenya. Your main duty is to oversee the overall operations of the company. From a recent meeting with the directors, you have realized that the company has an ambitious plan to raise a capital of Kes. 100.0M open at least ten branches in the country in two years' time. The company currently has one branch and five staff.

- i. Briefly discuss the importance of a proper business plan in relation to TELX Ltd
{8 marks}
- ii. Briefly discuss at least two types of business plans and how they are used.
{8 marks}
- iii. You have been mandated by the directors of TELX Ltd to formulate a comprehensive business plan for the company. What will you include? {8 marks}
- iv. Briefly discuss ways to ensure that the business plan is implemented {6 marks}

Question 2.

You have been in the field of business planning for a long time and from experience you have realized that there are some importance aspects to consider in business planning for the

business to remain competitive. Clearly discuss the importance of the following aspects in business planning and why they stand out from the others.

- i. Financial analysis { 5 marks}
- ii. Market analysis { 5 marks}
- iii. Competitive analysis { 5 marks}

Question 3.

Investors, entrepreneurs and lenders alike considers organization's business plans for specific purposes and expectations.

- i. In business planning, it is important for the organization to be careful on who to share the business plan with. Discuss { 6 marks}
- ii. Briefly discuss the lenders verses investors approach for a business plan { 9 marks}

Question 4.

All entrepreneurs have the drive to start and grow their enterprises.

- i. Briefly discuss at least four main factor to consider when deciding to start a business. {8 marks}
- ii. Discus some of the major challenges entrepreneurs face when starting a business {7 marks}

Question 5.

A comprehensive business plans has to bring out the break-even point and analysis.

- i. Briefly discuss why it is important for a business to determine its break-even point. { 6 marks}
- ii. Clearly discuss how break-even analysis is performed using an illustration { 9 marks}