



**PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END TERM EXAMINATION
DEPARTMENT: BUSINESS**

COURSE CODE: CEN302

COURSE TITLE: BUSINESS PLANNING

Time: 17:30HRS-20:30HRS

ANSWER FOUR QUESTIONS ONLY {10 MARKS EACH}

SECTION A

QUESTION ONE { COMPULSORY} {10 MARKS}

- a. Discuss **two** types of Business plans (4mks)
- b) Amos presented his business plan but he did not achieve the goal he had for this exercise.
Explain **three** possible mistakes he could have made which cost him (6mks)

SECTION B: ANSWER THREE QUESTIONS ONLY {10MARKS EACH}

QUESTION TWO 10 MARKS

- a) Monitoring your business plan is a very important process of finding out whether you are on course. Discuss **four** major aspects of your business which you must monitor (4mks)

b) A business plan is a very essential document required for all business people. Explain **three** purposes of a Business Plan **(6mks)**

QUESTION THREE **10**
MARKS

a) Discuss **two** ways of making sure that your business plan has maximum impact to its readers

(4mks)

b) Explain **three** reasons you would have for presenting your business plan **(6mks)**

QUESTION FOUR **10**
MARKS

a) One of the parts of a business plan is the business profile. Discuss **four** components of this part of a business plan **(4mks)**

b) Explain **three** challenges you are likely to face as you write your plan for your business **(6mks)**

QUESTION FIVE **10**
MARKS

a) Discuss **four** barriers to creativity in business **(4mks)**

b) Explain the significance of Monitoring and evaluation process of a business plan **(6mks)**

QUESTION SIX **10 MARKS**

a. Citing relevant examples, discuss **four** benefits of creativity to a small business owner **(4mks)**

- b. A business plan is an important document which is a must have for every business person. Explain its importance to one's business
(6mks)

End of exam