



BACHELOR OF BUSINESS LEADERSHIP

END OF SEMESTER EXAMINATION

CEN 302: BUSINESS PLANNING

DECEMBER 2021

ONLINE CLASS

Instructions

- (i) This exam paper contains SIX questions containing 10 marks each.**
 - (ii) Answer Question 1 (COMPULSORY) and any other THREE questions**
 - (iii) Read each question carefully before attempting.**
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QUESTION ONE

- a. Describe the meaning of a business plan. (2 marks)
- b. Explain the TWO forms of competitive advantage. (4 marks)
- c. Discuss FOUR advantages of a mission statement. (4 marks)

QUESTION TWO

- a) Describe the TWO primary objectives of preparing a business plan. (2 marks)
- b) Discuss the FOUR primary purposes served by a well developed business plan. (8 marks)

QUESTION THREE

- (a) Giving an example in each, differentiate between equity and debt financing. (2 marks)
- (b) Discuss the FOUR stages generally portrayed in the life cycle of small and medium business. (8 marks)

QUESTION FOUR

- a) Describe the environment of a business enterprise. (2marks)
- b) Discuss the Porter's FIVE forces for analyzing the business environment. (8 marks)

QUESTION FIVE

- (a) Explain TWO intangible assets on which competitive advantage can be built. (2 marks)
- (b) Discuss EIGHT principles that guide and cover the basic elements in writing a business plan. (8 marks)

QUESTION SIX

- (a) Discuss TWO critical success factors to be satisfied for businesses to win in the market place. (2 marks)
- (b) Explain EIGHT points of important information that must be included in a business plan executive summary. (8 marks)