



**PAN AFRICA CHRISTIAN UNIVERSITY**

**BACHELORS OF COMMERCE/BUSINESS LEADERSHIP**

**END OF TERM EXAMINATION**

**DEPARTMENT: BUSINESS**

**COURSE CODE: CEN302|BUS3323**

**COURSE TITLE: BUSINESS PLANNING (ROYSAMBU EVENING)**

**EXAM DATE: MONDAY 4<sup>th</sup> APRIL 2016**

**TIME: 5.30PM-8.30PM**

## **INSTRUCTIONS**

- This exam script has **SIX** Questions.
- Read all questions carefully before attempting.
- Answer **FIVE** questions. Question One is compulsory.
- Write your **student number** on the answer booklet provided.

### QUESTION ONE

- Define the term Business? (2 Marks)
- i) List **FOUR** factors of production (2 Marks).
  - ii) Discuss **FIVE** reasons why an organization may require a business plan (10 Marks)
- a. Using examples, discuss how one can generate a business idea. (6 Marks).

### QUESTION TWO

- a) Distinguish between;
  - i) Strategic and business plans (2 Marks)
  - ii) Internal and external environment (2 Marks)
  - iii) Vision and Mission (2 Marks)
  - iv) Business policy and Business model canvas (2 Marks)
  - v) Objectives and hypothesis (2 Marks)
- b) Recently, the Kenyan Taxi operators have vehemently resisted the entry of Uber in the Kenyan market. Discuss your opinion on this matter with reference to Michael Porter's 5 Force Model (10 Marks).

### QUESTION THREE

- a) After several years in employment, you have decided to delve into the consulting world. The first assignment you come across is to help your client clearly crystalize their business idea on a canvas. Design a business canvas model for this business (10 marks).
- b) Explain five components of a good marketing policy (10 Marks)

### QUESTION FOUR

- a) One of the greatest challenges of today's business is the ever environment in which businesses operate. Discuss the three dimensions of a business' external environment (10 Marks)
- b) The Mckinsey's 7S' framework is popularly used together with the functional analysis to scan the internal side of an organization. Describe how this is done (10 Marks)

### QUESTION FIVE

- a) The business of business is business and business has no business doing any other activity other than business. Discuss (5 marks).
- b) Discuss the components of a business plan (15 Marks).

### QUESTION SIX

- a) Financing African business ideas is one of the greatest headaches any entrepreneur has to face. Discuss how this challenge can be mitigated through business planning (10 Marks).

- b) Describe how an organization's governance structure and management teams should dovetail in the business planning process (10 Marks).