



# ***THE CO-OPERATIVE UNIVERSITY OF KENYA***

**END OF SEMESTER EXAMINATION DECEMBER -2023**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE BUSINESS,  
COMMERCE  
(YR IV SEM I)**

**UNIT CODE: BMFI 3204**

**UNIT TITLE: BUSINESS PLANING**

**DATE: TUESDAY, 19<sup>TH</sup> DECEMBER, 2023**

**TIME: 2:30 PM – 4:30 PM**

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## **INSTRUCTIONS:**

- **Answer question ONE (compulsory) and any other TWO questions**

### **QUESTION ONE**

- (a) Explain the purpose of an executive summary in a business plan, indicating the key information that should be included in an executive summary. **(10 Marks)**
  - (b) Describe the importance of a business plan for an entrepreneur. **(8 Marks)**
  - (c) By giving examples explain the role of technology and innovation in business **(6Marks)**
  - (d) Explain the difference between a mission statement and a vision statement in a business plan, providing an example of each. **(6 Marks)**
- (Total: 30 Marks)**

### **QUESTION TWO**

- (a) Explain the importance of a business defining its target market in a business plan. **(10 Marks)**
  - (b) Identify the financial projections section of a business plan, explaining the key financial statements that are included in a business plan. **(10 Marks)**
- (Total: 20 Marks)**

### **QUESTION THREE**

Discuss the significance of conducting a SWOT analysis as part of the business planning process and assuming a startup business owner has engaged you as their Business Consultant, briefly but precisely draft for them a SWOT analysis. **(20 Marks)**

**(Total: 20 Marks)**

### **QUESTION FOUR**

Describe the components of a typical business plan, providing a brief explanation of each section and its significance I the planning process. **(20 Marks)**

**(Total: 20 Marks)**

### **QUESTION FIVE**

Explain the concept of a beak-even analysis I business planning, clearly explaining how it help the business owner understand their financial viability. Provide a hypothetical example of a break-even analysis for a business. **(20 Marks)**

**(Total: 20 Marks)**