



UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF COMMERCE

MGT 311 : BUSINESS PLANNING

DATE: 29TH JULY 2026

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each
7. **Write all your answers in the Examination answer booklet provided**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

BUSINESS PLAN

A Business Plan is a written document that describes the business idea and all the relevant internal and external elements involved in launching a new venture. It describes the nature and context of the business opportunities and the plans to exploit the opportunity. It is usually an integration of functional plans in finance, marketing, manufacturing, and human resources. It serves as a road map for the entrepreneur. The business plan is prepared by the entrepreneur in consultation with lawyers, accountants, consultants, engineers, etc. Investors, venture capitalists, bankers, and suppliers read the business plan. Each group reads it for a different purpose. The focus and contents of the business plan will differ from one venture to another depending on its nature and size.

Assume that you have just graduated from Management University of Africa with a bachelor's degree in Commerce and you immediately plan to be an Entrepreneur by starting a business. Thinking of a Business of your choice, you intend to clearly develop an elaborate business plan that will be able to attract relevant stakeholders to make you succeed in your business.

Required:

- a) Discuss at least six reasons for writing a Business Plan.

(6 Marks)

- b) The layout of a business plan depends upon the objectives and goals set for the business undertaking. Discuss the Key components of a

good Business Plan.

(15 Marks)

- c) Explain why Business Plans are normally NOT similar for each business entity.

(4 Marks)

QUESTION TWO

- a) Discuss any seven (7) key strategies for a Business Plan to build Legitimacy and reputation in a business industry.

(7 Marks)

- b) Explain the Structure of the presentation of a Business Plan for delivery to ensure confidence and clarity to the audience in business.

(8 Marks)

QUESTION THREE

- a) Assess the role of creativity in business. **(2 Marks)**

- b) Elaborate in details the significance of writing a Business Plan. **(8 Marks)**

- c) Discuss the key components of evaluation and monitoring of the implementation of a business plan.

(5 Marks)

QUESTION FOUR

- a) Briefly discuss any five ways/steps of how to create an effective business plan Presentation for a strong and clear explanation.

(5 Marks)

- b)** Executive Summary is one of the key elements of a Business Plan. Indicate clearly its contents.

(5 Marks)

- c)** Discuss in brief, any five (5) various types of a Business plan.
- (5 Marks)**

QUESTION FIVE

- a)** Being an upcoming Entrepreneur, Potential Investor, or an employee, analyze in brief, at least seven (7) reasons why a Business Plan is important in carrying out a successful business.

(7 Marks)

- b)** Explain at least eight of the main pitfalls (errors) to be avoided when writing a Business plan

(8

Marks)

QUESTION SIX

- a)** A business plan provides a detailed blueprint for launching and growing your business, clarifying your overall strategy and how you will achieve your goals.

As an upcoming business person, explain in details the Strategic direction and goal setting of your business.

(7 Marks)

- b)** Describe at least five ways on how creativity shapes a Business Plan for a successful entrepreneurship.

(5 Marks)

- c)** State the key steps of a successful implementation Process of a Business plan.

(3 Marks)

