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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER, END OF SEMESTER EXAMINATION
FOR THE DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DBA 1107-BUSINESS PLAN

Date: 13th April 2022

Time: 2.30pm -4.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Highlight the items you would include in your business plan as pre operating costs (6 Marks)
- b) Outline the various types of organization structures used in modern organizations in Kenya (6 Marks)
- c) Identify the key characteristics of customers that a business entity should be familiar with (6 Marks)
- d) Define the following terms as used in business plan (6 Marks)
 - i) Return on equity (2 Marks)
 - ii) Sole proprietorship (2 Marks)
 - iii) Market Share (2 Marks)
- e) Highlight the various components of exhibits and appendices section of a business plan (6 Marks)

QUESTION TWO (20 MARKS)

- a) As a business person discuss the factors you would consider when choosing distribution strategy (6 Marks)
- b) Explain the various incentives you would use to motivate your employees for better performance in your business. (6 Marks)
- c) You are starting a new company; explain the strategies you may use to grow the company. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Explain the various types of production in an organization highlighting their key features (10 Marks)
- b) Examine the legal and statutory requirement to start a business entity in Kenya (10 Marks)

QUESTION FOUR (20 MARKS)

- a) As an entrepreneur demonstrate how you would use PESTEL Analysis concept to understand the external environment of your business. (10 Marks)
- b) Explain the components of a good strategy and implementation plan for a business entity. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain how you can justify the business opportunity in your business plan. (8 Marks)
- b) Examine the contents of a good financial plan in a business plan. (6 Marks)
- c) Discuss the guidelines for developing an effective business Plan. (6 Marks)