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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
SECOND YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF BUSINESS
INFORMATION TECHNOLOGY

Date: 19th April, 2022
Time: 11.30am –1.30pm

KBA 2205 - BUSINESS PLANNING AND MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

The leading hotel in Uganda want to start its chain of hotels in Kenya three capital cities of Nairobi, Mombasa, and Nakuru. Your firm has been appointed to advice the hotel on how to come up with most outstanding business plan document acceptable to Kenyan government and Kenyan leading Banks as willing financiers.

- a) Briefly explain four essential considerations in preparing a business plan. [8marks]
- b) Briefly discuss four challenges your firm is likely to face while preparing a business plan. [8 marks]
- c) Briefly discuss four importance of business plan. [8 marks]
- d) Explain three Characteristics of a Business Plan. [6 marks]

QUESTION TWO (20 MARKS)

- a) Outline the main components of a business plan. [10 marks]
- b) Explain five factors to consider in the selection of business location. [10 marks]

QUESTION THREE (20 MARKS)

- a) “Discuss five relevant areas of manufacturing that are to be included in the product and services part of business plan?
[10 marks]
- b) Explain five roles of Board of Directors that should be highlighted in business plan.
[(10 marks]

QUESTION FOUR (20 MARKS)

- a) Explain five importance of having a comprehensive and easy to understand business plan before launching of actual business.
[10 marks]
- b) Explain five external environmental factors to consider in the business plan.
[10 marks]

QUESTION FIVE (20 MARKS)

- a) With an aid of a diagram explain the Flow Chart of a Marketing Plan.
[10 marks]
- b) Discuss five pitfalls responsible for failure of marketing plans in business plan.
[10 marks]