



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
DIPLOMA IN BUSINESS ADMINISTRATION

DBA 1107 – BUSINESS PLAN

Date: 9th April, 2018

Time: 2.30pm – 4.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain briefly the following terms (5 Marks)
- i. Recruitment and training and development of personnel
 - ii. Remuneration and incentives for personnel.
- b) Explain the legal and statutory requirements of a business. (3 Marks)
- c) Discuss the justification of a business opportunity (4 Marks)
- d) Explain the purpose of financial statements /projections of a business plan (3 Marks)
- e) Describe SWOT analysis of a business (5 Marks)
- f) Explain the purpose / importance of a business plan (10 Marks)

QUESTION TWO (20 MARKS)

Discuss four forms of business ownership giving at least two advantages and disadvantages of each

QUESTION THREE (20 MARKS)

- a) State guidelines for developing an effective business plan. (10 Marks)
- b) Discuss briefly good customers' characteristics for a business. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Describe five types of customers from a sales perspective (10 Marks).
- b) Discuss the competitor analysis methods of a business plan. (10 Marks).

QUESTION FIVE (20 MARKS)

- a) Explain the methods of promotion and advertising which can be used by an organization to be successful. (10 Marks)
- b) Outline features/ components of a business plan (10 Marks)