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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**FIRST YEAR, FOURTH SEMESTER END OF SEMESTER EXAM**  
**FOR THE DIPLOMA IN INFORMATION TECHNOLOGY**  
**DBA 1107- BUSINESS PLAN**

Date: 2<sup>ND</sup> AUGUST 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 key components of a business plan. (6 Marks)
- b) List the items you would include when highlighting your company's growth strategy. (6 Marks)
- c) Outline the various types of business status in a business plan. (6 Marks)
- d) Briefly explain the following concepts.
  - i) Working Capital (2 Marks)
  - ii) Cash flow projections (2 Marks)
  - iii) Income statement (2 Marks)
- e) State the strategies you would use to motivate employees in your organization. (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) With the help of a well labelled diagram illustrate the production process in an organization. (10 Marks)
- b) Examine the legal and statutory requirements to start a business entity in Kenya. (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) As an entrepreneur discuss the factors you would consider when choosing a distribution channel. (8 Marks)
- b) Evaluate Michael Porter's five forces model as used in Industry Analysis. (6 Marks)
- c) Explain the four Ps of marketing in a business plan. (6 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain the key benefits of organization structures in a business plan. (10 Marks)
- b) Describe how an entrepreneur can use PESTEL Analysis to understand the external factors that affects the business. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss the advantages of a Limited Liability company. (6 Marks)
- b) You are a business starter, outline the methods you would use to promote and advertise your business. (8 Marks)
- c) Examine the different pricing strategies you may consider to include in your business plan. (6 Marks)