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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN ACCOUNTING**  
**DBA 1107: BUSINESS PLAN**

Date: 19<sup>TH</sup> APRIL 2023  
Time: 2:30PM-4:30PM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- Explain all the steps that can be followed when writing a purpose statement of a business plan (6 Marks)
- Describe the contents of the highlights of company growth in a business plan (6 Marks)
- Identify the Common mistakes or errors found in most business plans (6 Marks)
- Outline three important features of a business plan (6 Marks)
- Highlight the objectives of a business plan in an enterprise (6 Marks)

**QUESTION TWO (20 MARKS)**

- The financial section of a business plan determines whether or not the business idea is viable and will be the focus of any investors who may be attracted to the business idea. Give four financial statements which must be included in a financial section of a business plan (4 Marks)
- Discuss three examples of pre-operating expenses faced by business (6 Marks)
- Management plan is included in the business plan to show important information which is of interest to business owners and investors. Outline the information found in a management plan (10 Marks)

**QUESTION THREE (20 MARKS)**

- The pricing strategy of the marketing plan involves determining how the business will price its product or service. Discuss 3 pricing strategies which a business can use when writing a marketing plan (6 Marks)
- Discuss two internal uses of a business plan (4 Marks)
- List three government regulations affecting business operations in Kenya
- Business opportunity justification statement is an important part of business description in the business plan. Write four kinds of information included in this statement: (4 Marks)
- Explain three important points which should be included in a business plan to attract investors (3 Marks)

**QUESTION FOUR (20 MARKS)**

- Define the term "Business Description" (2 Marks)
- Write the major sections of business plan (8 Marks)
- Business description is a section of the business plan that describes the business giving its key details. Give five areas described in a business description (5 Marks)
- The operations and production plan is the section of a business plan that describes the company and is written in a series of steps. List down all the information included in an operations and production plan (5 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Marketing plan is included in the business plan to show important information which is of interest to business owners and investors. Outline any six of such information found in a management plan (6 Marks)
- b) Discuss three reasons as to why business organization plan is very important as a part of a business plan (6 Marks)
- c) Explain four reasons as to why the operations and production plan section in a business plan is very important to investors (8 Marks)