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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, FOURTH SEMESTER EXAMINATION
FOR THE DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY
DBA 1107 – BUSINESS PLAN

Date: 13TH December 2023
Time: 2:30AM – 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) St.KEMBID, a chartered university in East Africa has adopted a matrix form of organizational structure. Underline some of the advantages an organization can derive from this organizational structure. (6 Marks)
- b) Illustrate how a business can enhance its cash flow. (6 Marks)
- c) Outline the importance of conducting a proper market research within the context of a business plan preparation. (6 Marks)
- d) Summarize the guiding principles of a business as featured in the business description of a business plan (6 Marks)
- e) Demonstrate that a business plan is essential for the success of a business (6 Marks)
- f) Highlight the features of a parastatal as discussed in the legal forms of business ownership (6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss challenges that one is likely to face when preparing a business plan (8 Marks)
- b) Risk management will always be part and parcel of business planning. Reproduce some of the risk mitigation strategies you can adopt in your business proposal. (8 Marks)
- c) Highlight factors to consider before choosing a form of business ownership (4 Marks)

QUESTION THREE (20 MARKS)

- a) In industry analysis, the business planner attempts to gauge the attractiveness of specific industry dynamics. Briefly explain these dynamics. (8 Marks)
- b) Demonstrate the relevancy of studying this unit in solving contemporary challenges. (8 Marks)
- c) Underline the essence of a thoroughly done industry analysis (4 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the emerging issues in business planning (8 Marks)
- b) Argue that the recruitment of a good management team can increase the rate of business success. (8 Marks)
- c) formulate reasons that can propel one to prepare a business plan (4 Marks)

QUESTION FIVE (20 MARKS)

- a) Expound on the operational analysis section of a business plan (8 Marks)
- b) Explain occasions that can lead to the choice of a sole proprietorship as a preferred form of business ownership for a new venture. (8 Marks)
- c) Describe how customer feedback can lead to a new product development (4 Marks)