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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FOR THE DIPLOMA IN PROCUREMENT & SUPPLIES
MANAGEMENT
DBA 1107: BUSINESS PLAN

Date:
Time:

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) A business plan is a documented strategy for a business that highlights its goals and its plans for achieving them. Describe the elements of a business plan. **(8 Marks)**
- b) The purpose of the business description is to introduce the company to potential investors, partners, or stakeholders. Explain the process of selecting a successful business name. **(6 Marks)**
- c) The organizational plan provides a clear blueprint for how the company operates and facilitates coordination and collaboration among different departments and teams. Highlight the key components of an organizational plan. **(5 Marks)**
- d) Effective recruitment strategies help to attract top talents to the organization, while retention strategies ensure that valuable employees remain engaged and committed to the company. Analyze FIVE recruitment strategies that a Human Resource Manager should use. **(5 Marks)**
- e) A production schedule is a crucial tool in manufacturing or service-based industries to ensure efficient and timely production, coordinate resources, and meet customer demands. Describe SIX key elements of a production schedule. **(6 Marks)**

QUESTION TWO (20 MARKS)

- a) Financial statements are formal records that provide a summary of the financial activities and position of a business or individual. Explain the various types of financial statements **(7 Marks)**
- b) Marketing plan serves as a roadmap for the marketing team and provides a clear direction for all marketing activities. Discuss SEVEN components of a marketing plan. **(7 Marks)**
- c) The business environment in any industry is influenced by a wide range of factors that can significantly impact companies' operations, growth, and overall success. Explain the factors influencing business in the industry. **(6 Marks)**

QUESTION THREE (20 MARKS)

- a) SWOT analysis is a strategic planning tool used by businesses and organizations to assess their internal strengths and weaknesses and external opportunities and threats. Describe the process used in conducting SWOT analysis. (5 Marks)
- b) State and explain the various forms of business ownership in Kenya. (7 Marks)
- c) Discuss the various types of organizational structures. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Training and development of workers is a crucial aspect of human resource management that involves enhancing employees' skills, knowledge, and capabilities. Identify the key elements of training and development programs for workers. (7 Marks)
- b) An operational plan is a subset of the larger business plan and focuses specifically on the practical aspects of running the organization efficiently and effectively. Discuss FIVE key components of an operational plan. (5 Marks)
- c) Describe the elements of the marketing mix in an organization. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the guidelines that may be used to develop an effective business plan. (7 Marks)
- b) Risk management involves a systematic approach to understanding and addressing uncertainties and potential adverse events that could lead to financial losses. Identify the elements of risk management that an organization should use. (8 Marks)
- c) Explain FIVE challenges that are posed by emerging trends and issue in business planning. (5 Marks)