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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN INFORMATION & COMMUNICATION TECHNOLOGY
DBA 1107 – BUSINESS PLAN

Date: 17TH April 2024
Time: 2:30PM – 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- 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)
- 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)
- 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)
- 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)
- 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)

- 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)
- 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)
- 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)

- 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)
- State and explain the various forms of business ownership in Kenya (7 Marks)
- Discuss the various types of organizational structures (8 Marks)

QUESTION FOUR (20 MARKS)

- 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)