



**Kasarani Campus**  
**Off Thika Road**  
**Tel. 2042692 / 3**  
**P. O. Box 49274, 00100**  
**NAIROBI**  
**Westlands Campus**  
**Pamstech House**  
**Woodvale Grove**  
**Tel. 4442212**  
**Fax: 4444175**

**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR**  
**END SEMESTER EXAMINATION MAY-AUGUST 2022**  
**FOR THE DIPLOMA OF BUSINESS ADMINISTRATION**  
**DBA 1107. BUSINESS PLAN**  
**MAIN EXAMINATIONS MAY AUG 2022**

Lecturers: Mr. Nicholas Otado/Dr. Njuguna/ Mr. Ogeto  
Lecturer's contact: 0722 495 780

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE COMPULSARY (30MARKS)**

- a) Highlight the key components of a business plan (6marks)
- b) List the items you would include when highlighting your company's growth strategy (6marks)
- c) Outline the various types of business status in a business plan (6marks)
- d) Examine the challenges encountered when preparing a business plan (6 Marks)
- e) State the strategies you would use to motivate employees in your organization (6marks)

**QUESTION TWO :( 20MARKS)**

- a) With the help of a well labelled diagram illustrate the production process in an organization (6marks)
- b) Explain considerations one must make when selecting their management team(8Marks)
- c) Analyze factors to consider when choosing a business location (6 Marks)

**QUESTION THREE (20 Marks)**

- a. Explain FOUR ways a business can create competitive advantage (8 Marks)
- b. Discuss the importance of marketing research in writing of a business plan(6 Marks)
- c. Draw an organizational structure showing clearly the chain of command within your university (6 Marks)

**QUESTION FOUR (20 Marks)**

- a. Analyze why one would prefer sole proprietorship to partnership (6 Marks)
- b. Discuss factors to consider when choosing a source of finance for a start-up(8 Marks)
- c. Outline the features of a good business plan (6 Marks)

**QUESTION FIVE: (20MARKS)**

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