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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN ACCOUNTING**  
**DBA 1107- BUSINESS PLAN**

Date: 14<sup>TH</sup> DECEMBER 2022  
Time: 2.30 pm – 4.30pm

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

- Explain any four reasons that can lead to the failure of a business plan. (6Marks)
- State the costs that entrepreneurs will incur before the start of a business. (6Marks)
- Describe any three government regulations that may affect the operation of a start up business. (6Marks)
- State the components of a marketing plan. (6 Marks)
- Mention the common errors entrepreneurs make while preparing a business plans. (6 Marks)

**QUESTION TWO (20 MARKS)**

- Discuss the qualities of a good business plan. (6 Marks)
- State the information to be included in the industry analysis of a proposed business. (6 Marks)
- Explain the sources of business finance. (8 Marks)

**QUESTION THREE (20 MARKS)**

- Mention any four types of organizational structures. (4 Marks)
- Discuss the importance of a business plan to an entrepreneur. (8 Marks)
- Describe the factors that influence a customer to purchase a product/service. (8 Marks)

**QUESTION FOUR (20 MARKS)**

- As a business plan development expert examine the key risk areas that an entrepreneur may encounter in the course of doing business. (6 Marks)
- Determine the external factors that affect the operations of a business. (6 Marks)
- Examine the methods entrepreneurs may use to promote their products. (8 Marks)

**QUESTION FIVE (20 MARKS)**

- Explain how an entrepreneur can train and develop their employees. (6 Marks)
- Describe the pricing strategies a potential entrepreneur may use in pricing products or Services. (8Marks)
- Discuss any six considerations a potential entrepreneur should do before locating their enterprise. (6 Marks)