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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN ACCOUNTING
DBA 1107: BUSINESS PLAN

Date: 15TH AUGUST 2023

Time: 2:30PM-4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Justify the relevancy of studying this unit in solving contemporary challenges. **(5 Marks)**
- b) Break-even analysis is a well featured aspect in the financial analysis of a business plan. Summarize it. **(5 Marks)**
- c) Illustrate the significance of conducting a proper market research within the context of a business plan preparation. **(5 Marks)**
- d) Summarize the qualities of a good business plan. **(5 Marks)**
- e) Demonstrate that a business plan is essential for the success of a business. **(5 Marks)**
- f) Describe the forms of business ownership. **(5 Marks)**

QUESTION TWO (20 MARKS)

- a) Using an organogram, explain the organizational structure of KWUST. **(8 Marks)**
- b) Summarize the last section of a business plan that is commonly known as the appendices. **(8 Marks)**
- c) Explain factors one has to consider before choosing a location for their business. **(4 Marks)**

QUESTION THREE (20 MARKS)

- a) Discuss the emerging issues in business planning. **(8 Marks)**
- b) Explain the parameters that can be obtained from conducting an industry analysis. **(8 Marks)**
- c) Underline the essence of a thoroughly done industry analysis **(4 Marks)**

QUESTION FOUR (20 MARKS)

- a) Describe types organizational structures that one can adopt when preparing a business plan. **(8 Marks)**
- b) Illustrate how recruitment of a good management team can increase the chances of business success. **(8 Marks)**
- c) Highlight the parameters that can be obtained from conducting an industry analysis. **(4 Marks)**

QUESTION FIVE (20 MARKS)

- a) Discuss market penetration strategies that can be embraced by a business start-up in Nairobi. **(8 Marks)**
- b) Explain occasions that can lead to the choice of a partnership as a preferred form of business ownership for a new venture. **(8 Marks)**
- c) Give reasons that can propel one to prepare a business plan. **(4 Marks)**

