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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2017/2018 ACADEMIC YEAR
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DBA 1107-BUSINESS PLAN

Date: 10th August 2018
Time: 11.00Am- 1.00Pm

INSTRUCTIONS TO CANDIDATES
ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain five brief components of a business plan (10 Marks)
- b) Write short notes to clarify the main roles of a business plan (10 Marks)
- c) Any financial institution cannot lend money to any entrepreneur as easily as it is said even if the business plan is perfect. Explain why. (10 Marks)

QUESTION TWO (20 MARKS)

- a) What is SWOT analysis? (2 Marks)
- b) Give a breakdown on the meaning of the abbreviation SWOT (8 Marks)
- c) Identify and explain three major business organizations with their advantages and disadvantages (10 Marks)

QUESTION THREE (20 MARKS)

- a) What is an executive summary and where is it captured in the business plan (5 Marks)

- b) Differentiate between a mission and a vision (10 Marks)
- c) Elaborate the abbreviation (SMART) (5 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the right time to prepare a business plan (5 Marks)
- b) The government requires that any business should be registered, Establish five main reasons why that is a fact (10 Marks)
- c) How does the government get or acquire money to fulfill its mandates (5 Marks)

QUESTION FIVE (20 MARKS)

- a) In any economy there are two business sectors which include private sector and public sector.in relation to this statement, identify one of the types in the private sector and explain it with its advantages and disadvantages (10 Marks)
- b) What is a private limited company? Explain its merits and demerits (10 Marks)