



MURANG'A UNIVERSITY COLLEGE

(A Constituent College of Jomo Kenyatta University of Agriculture and Technology)

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT HUMAN RESOURCE MANAGEMENT

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2016/2017 ACADEMIC YEAR

END OF SEMESTER TWO EXAMINATIONS

DIPLOMA IN BUSINESS ADMINISTRATION

COURSE CODE: DBA 1121

COURSE TITLE: BUSINESS PLANNING

DATE: 18TH APRIL, 2016

TIME: 2 HRS

INSTRUCTIONS TO THE CANDIDATES

THIS PAPER CONSIST OF FOUR QUESTIONS

Question one (1) is Compulsory

Answer Any Other Two (2) Questions

MRUC observes ZERO tolerance to examination irregularities

QUESTION ONE

- a). Explain the purpose of a Business Plan (10 marks)
- b). Identify the characteristics of a Rapid growth Businesses. (10 marks)
- c). Briefly describe the components of Business plan. (10 marks)

QUESTION TWO

- a). Discuss the Four major stages of Business Growth. (15 marks)
- b). Explain why it is important to Conduct Business SWOT analysis (5 marks).

QUESTION THREE

- a). Discuss the advantages and disadvantages of Primary market research (15 marks).
- b). Explain the different categories of Consumer Products (5 marks).

QUESTION FOUR

- a). Identify the dimensions of Marketing analysis (15 marks)
- b). Explain the differences between Product and service Products (5 marks).