



**Riara School of Business**  
*Nurturing business innovators*

**SEPTEMBER - DECEMBER 2023 TRIMESTER  
EXAMINATION FOR DIPLOMA IN BUSINESS MANAGEMENT**

**DAY PROGRAMME**

**RBM 028: BUSINESS PLANNING MARKING SCHEME**

**DATE: NOVEMBER 2023.**

**TIME: 2 HOURS**

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**INSTRUCTIONS**

- i) Answer question one and any other two**
- ii) Marks allocated to each question are shown at the end of the question**
- iii) Arrange your work neatly and indicate the questions answered in the Examination booklet**

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**SPECIAL INSTRUCTIONS**

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!

10. Use supplementary pages only when you have exhausted those in this book
11. Fasten the supplementary pages to the inside back cover of this booklet

### **QUESTION ONE: COMPULSORY (30 MARKS)**

- a) You have been approached by Nyakio, an upcoming entrepreneur operating a start-up business. Explain to her the effectiveness of using a SWOT analysis. **(10 marks)**
- b) Discuss five key areas to include in the organization and management plan **(10 marks)**
- c) Discuss five demographic bases of market segmentation of individual customers **(10 marks)**

### **QUESTION TWO**

- a) Describe five steps followed when writing a business plan **(10 marks)**
- b) Define a business plan **(2 marks)**
- c) Explain Four reasons for writing a business plan **(8 marks)**

### **QUESTION THREE**

- a) Evaluate marketing mix in business planning **(10 marks)**
- b) Break-even point is an important aspect is business plan writing.
  - i. Define Break-even point **(2 marks)**
  - ii. Explain three kinds of break-even point **(6 marks)**
- c) Define market segmentation and targeting **(2 marks)**

### **QUESTION FOUR**

- a) Explain five elements that are included in financial plan **(10 marks)**
- b) Explain FIVE emerging issues that are affecting business across the globe **(10 marks)**

\*\*\*\*\*END\*\*\*\*\*