

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	:	DTG 2653
COURSE	:	BUSINESS ANALYSIS
SEMESTER/SESSION	:	2-2022/2023
DURATION	:	3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO
THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Define business analysis. (2 marks)
- b) Discuss **THREE (3)** reasons why organization employs business analyst. (6 marks)
- c) Explain **FIVE (5)** advantages of studying business analysis (10 marks)

QUESTION 2

- a) Discuss any **TWO (2)** advantages of forecasting. (4 marks)
- b) Illustrate **FOUR (4)** factors that are useful in understanding the nature of an industry. (8 marks)
- c) Demonstrate **FOUR (4)** types of market segmentation. (10 marks)
- d) Discuss **TWO (2)** industry forces that affect the business. (4 marks)

QUESTION 3

- a) Discuss **TWO (2)** types of investment risk. (4 marks)
- b) In order to be successful in the industry, a firm need to do SWOT analysis. Illustrate the SWOT analysis with proper example. (10 marks)
- c) Demonstrate **FOUR (4)** types of business alliance. (8 marks)

BUSINESS ANALYSIS (DTG 2653)

QUESTION 4

- a) Demonstrate **FIVE (5)** types of ratio analysis (10 marks)
- b) Discuss **THREE (3)** steps in financial analysis. (6 marks)

QUESTION 5

- a) Illustrate **FIVE (5)** principles for preparing good reports (10 marks)
- b) Explain **FOUR (4)** benefits of conducting a competitive analysis (8 marks)

-----End of question-----

