PAN AFRICA CHRISTIAN UNIVERSITY

DENT 0133: BUSINESS PLAN FOR ENTERPRISE START-UP.

END OF TERM EXAMINATION, NOVEMBER. 2017.

ROYSAMBU CAMPUS - DAY.

Instructions:

Read all the questions carefully. Answer QUESTION ONE (40 Marks) and ANY OTHER FOUR questions (15 Marks each). Time: Three Hours.

QUESTION ONE

(a) (a) Explain the value of a Business Plan. **(4 Marks)**

(b) Preparing and maintaining a business plan is important for any business regardless of its size or nature. Discuss five reasons why you need a business plan. **(10 Marks)**

(c) There are mainly three things that you should avoid in your business plan. Identify and explain them. **(6 Marks)**

(d) How you price your product is important because it will have a direct effect on the success of your business. Explain five basic rules of pricing. **(10 Marks)**

(e) A product promotion strategy encompasses every marketing tool utilized in the communication effort. Describe five such tools. **(10 Marks)**

QUESTION TWO

(a) Discuss five key elements that should be included in the executive summary of a business plan. **(10 Marks)**

(b) Outline five important elements that should be included in the 'business description' of the business plan. **(5 Marks)**

QUESTION THREE.

(a) If you're using your business plan as a document for financial purposes, explain why the added equity or debt money is going to make your business more profitable. **(5 Marks)**

(b) Define 'a competitive analysis of a business' and explain four purposes that it serves.

. **(10 Marks)**

QUESTION FOUR.

(a) Explain how a SWOT analysis would be useful to a business. **(5 Marks)**

(b) Discuss five common distribution channels you would use in a manufacturing business.

. **(10 Marks)**

QUESTION FIVE.

(a) Briefly outline seven costs that should be included in the product development budget.

. **(7 Marks)**

(b) Although every company will differ in its organizational structure, most can be divided into several broad areas. Identify and discuss four such areas. **(8 Marks)**

QUESTION SIX.

(a) Identify three financial statements that an entrepreneur needs **(3 marks)**

(b) Discuss three common financial statements that an entrepreneur needs **(15 Marks)**