



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE
SEPTEMBER –DECEMBER 2020

ON-LINE EXAM

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: DENT0133

COURSE TITLE: BUSINESS PLANS FOR BUSINESS START-UPS

EXAM DATE:

DURATION:

TIME:

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam script consists of **Six (6)** questions.
- Answer question **ONE** and ANY other **three** Questions.
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE- COMPULSORY

- a. Explain two importance of a business plan (2 Marks)
- b. Discuss two areas that would be included as part of the body of a business plan (4 marks)
- c. When developing a business plan, explain four key issues to keep in mind in order to come up with a winning business plan. (4 marks)

QUESTION TWO

- a. Describe four marketing issues faced by small businesses. (4 Marks)
- b. Explain three effects of the internet and social media on entrepreneurial marketing (6 Marks)

QUESTION THREE

Preparing a financial plan for your business is important if you plan to pursue business finance options such as loans and equity. Business finance companies look at the short-term viability as well as the long-term potential of a business before lending to make sure that they'll be repaid. Discuss five key documents which are of great consideration in coming up with the financial planning of a business startups in the business plan. (10 marks)

QUESTION FOUR

- a. It is often said that “cash flow is the king” for small businesses. Discuss this statement (4 Marks).
- b. Describe three main types of cash flow problems that small businesses are faced with (6 Marks).

QUESTION 5

- c. Describe at least two different target groups to whom a business plan may be sent and for each group, what would be the purpose of giving it to them? (4 Marks)
- d. Discuss three characteristics of a successful entrepreneurs in business (6 marks)

QUESTION SIX

‘Business plans that look good on paper, may fail in practice’ Comment about this statement. (10 marks)

