



**END OF SEMESTER EXAMINATION FOR THE CERTIFICATE IN
ENTREPRENEURSHIP
BUSINESS PLAN DEVELOPMENT**

JAN - APRIL 2020

COURSE CODE: CENT 003- BUSINESS PLAN DEVELOPMENT-ONLINE

ANSWER FOUR QUESTIONS ONLY {10 MARKS EACH}

QUESTION ONE

- a) Explain **five** benefits of having a business plan for an organization of your choice **(10 mks)**

QUESTION TWO

- a) Explain **five** characteristics of a good business plan **(10 mks)**

QUESTION THREE

- a) Discuss Five components of a business plan layout **(10 mks)**

QUESTION FOUR

- a) As a businessman, before you come up with a business plan, you must have an idea of business you want to execute. Discuss **five** characteristics of a good business idea **(10 mks)**

QUESTION FIVE

- a) Explain the meaning of a business plan **(2mks)**
- b) Discuss **Four** characteristics of smart objectives in a business plan **(8mks)**

QUESTION SIX

- a) Explain **five** external environmental factor you need to consider when operating your business **(10 mks)**