PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

END OF SEMESTER EXAMINATION FOR CERTIFICATE IN ENTREPRENEURSHIP DEVELOPMENT &

CERTIFICATE IN SUPPLY CHAIN MANAGEMENT

DECEMBER 2018 EXAMINATIONS

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: CENT0115

COURSE TITLE: BUSINESS PLAN DEVELOPMENT

EXAM DATE: THURSDAY 6TH DECEMBER 2018

DURATION: 3 HOURS

TIME: 2:00PM-5.00PM

INSTRUCTIONS

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

QUESTION ONE. COMPULSORY

i) Define the following terms:
   a) Business plan (1 Mark)
   b) Feasibility analysis (1 Mark)
   c) Risk (1 Mark)
   d) Entrepreneurship (1 Mark)

ii) Explain THREE key points you should focus on to make your business plan presentation to investors successful. (3Marks)

iii) Idea generation is essential in preparation of a business plan. State FIVE methods of generating a business idea. (5Marks)

iv) State SIX objectives of a business plan. (6Marks)

v) There are four environmental trends that are most instrumental in creating business opportunities. State and explain these FOUR environmental trends. (8Marks)

vi) A good business plan must lay down all the necessary steps that are involved in initiating and operating a proposed business. State and explain the steps involved in preparation of a business plan. (14Marks)

QUESTION TWO

Businesses face all kinds of risks, some of which can cause serious loss of profits or even bankruptcy.

a) Outline FIVE causes of these risks (5Marks)
b) State and explain FIVE types of risks that businesses face. (10Marks)

QUESTION THREE

a) Outline FIVE users of a business plan. (5Marks)
b) State and explain the contents of a business plan (10Marks)

QUESTION FOUR

a) Distinguish between feasibility study and a business plan (2Marks)
b) Explain its importance of feasibility analysis (5Marks)
c) State and explain FOUR major forms of feasibility analysis that businesses undertake when developing a business plan. (8Marks)

QUESTION FIVE

a) Give FIVE reasons why people get into entrepreneurship (5Marks)
b) Explain with examples FIVE characteristics of a successful entrepreneur (10Marks)

QUESTION SIX

a) Define SWOT analysis and give a brief description of what it entails with examples. (7Marks)
b) Developing marketing mix strategies is important when developing a business plan. State and explain the FOUR marketing mix strategies (4Ps). (8Marks)