**PAN AFRICA CHRISTIAN UNIVERSITY**

**DIPLOMA IN BUSINESS LEADERSHIP**

**END TERM EXAMINATION-ONLINE**

**DEPARTMENT: BUSINESS**

**COURSE CODE: DENT 0133 BUSINESS PLANS FOR ENTERPRISE START-UPS**

***ANSWER FOUR QUESTIONS ONLY {10 MARKS EACH}***

***SECTION A***

***QUESTION ONE { COMPULSORY} {10 MARKS}***

a) Outline **FOUR** kinds of Business plans **(4mks)**

b) Joyce and Peter started their different types of businesses at the same time. By the end of the first year, Peter closed down his business but Joyce's business was thriving. Explain **THREE** possible reasons which led to Peter's business failure **(6mks).**

***SECTION B: ANSWER THREE QUESTIONS ONLY {10 MARKS EACH}***

***QUESTION TWO 10 MARKS***

a) Discuss **TWO** factors you would consider when developing an organizational Structure for your new Business venture as a part of your Business plan **(2mks)**

b) Describe **FOUR** characteristics of a good Business plan **(8mks)**

***QUESTION THREE*** ***10MARKS***

a) There are different times when an entrepreneur uses Break even analysis in their business. Discuss **TWO** of these times **(2mks).**

b) There are different ways entrepreneurs can reduce the financial risks of a new business. Explain **FOUR** of them **(8mks)**

***QUESTION FOUR*** ***10 MARKS***

a) There are different ways you can use to segment your market as an entrepreneur. Highlight **TWO** of these ways **(2mks)**

b) Outline **TWO** elements of the market mix **(2mks)**

c) Rema your friend prepared a business plan for her new venture and her only problem was that she didn't know that there are factors which an entrepreneur must consider when presenting their business plan for financing. She therefore approached you seeking your advice on the same. Explain your advice **(6mks)**

***QUESTION FIVE*** ***10 MARKS***

a) Marketing analysis is one of the sections of a Business plan and it has four parts. Outline these parts **(4mks).**

b) John and Jane have identified three business opportunities but they are not sure about which business opportunity to take advantage of. They approached you to help them on the factors they should consider in evaluating the best viable business opportunity out of the three. Explain your advice to them **(6mks).**

***QUESTION SIX*** ***10 MARKS***

Discuss the significance of preparing a business plan as an entrepreneur **(10mks)**

**END OF EXAM**