PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

END OF SEMESTER EXAMINATION FOR DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT

DECEMBER 2018 EXAMINATIONS

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: DENT0133

COURSE TITLE: BUSINESS PLANS FOR BUSINESS START-UPS

EXAM DATE: TUESDAY 4TH 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

(a) Discuss five characteristics of Planning **(10 Marks)**

(b) Explain giving five reasons, the importance of Planning in business startups **(10 Marks)**

(c) Preparing and maintaining a business plan is important for any business regardless of its size or nature. Discuss seven reasons why you need a business plan. **(14 Marks)**

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

QUESTION TWO

(a) Highlight five steps involved in Planning **(5 Marks)**

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

QUESTION THREE

(a) As an entrepreneur, how you price your products has a direct effect on the success of your business. Outline five basic rules of pricing **(5 Marks)**

(b) Explain five important elements that should be included in the 'business description' of the business plan. **(10 Marks)**

QUESTION FOUR

(a) Discuss three items you would consider in describing your products and services **(9 Marks)**

(b) Discus three aspects that a market analysis enables an entrepreneur to establish **(6 Marks)**

QUESTION FIVE

(a) Your financier wants to know how your business will turn a profit. Explain to him/her five factors you think will make it successful **(10 Marks)**

(b) Specify to your financier how you would give your business a competitive edge. **(5 Marks)**

QUESTION SIX

(a) Although every company will differ in its organizational structure, most can be divided into several broad areas. Discuss three such areas. **(6 Marks)**

(b) Discuss three common financial statements that an entrepreneur needs. **(9 Marks)**