PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF CERTIFICATE IN ENTREPRENEURSHIP DEVELOPMENT

JANUARY-APRIL 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: CENT0115

COURSE TITLE: BUSINESS PLAN DEVELOPMENT

EXAM DATE: MONDAY 8th APRIL 2019

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
- *Write clearly and legibly.*
- Answer **Question ONE** and any other **FOUR** questions
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: COMPULSORY

a) Define the following terms:
   i. Business plan **(1 Mark)**
   ii. Risk management **(1 Mark)**
   iii. Feasibility study **(1 Mark)**
   iv. Entrepreneurship **(1 Mark)**

b) Briefly explain THREE key points you should focus on to make your business plan presentation to investors successful. **(3Marks)**

c) Outline FIVE critical issues in preparation of a business plan **(5Marks)**

d) Highlight SIX objectives of a business plan. **(6Marks)**

e) Discuss FOUR main strategies of risk management. **(8Marks)**

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

QUESTION TWO

a) Differentiate between a feasibility study and a business plan **(2Marks)**

b) Outline the importance of feasibility analysis **(5Marks)**

c) Discuss FOUR major forms of feasibility analysis that businesses undertake when developing a business plan. **(8Marks)**

QUESTION THREE

a) Outline FIVE users of a business plan. **(5Marks)**

b) Explain the contents of a business plan **(10Marks)**

QUESTION FOUR

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) Discuss FIVE types of risks that businesses face. **(10Marks)**

QUESTION FIVE

a) Highlight FIVE reasons why people get into entrepreneurship **(5Marks)**

b) Explain with examples FIVE characteristics of a successful entrepreneur **(10Marks)**

QUESTION SIX

a) Idea generation is essential in preparation of a business plan. Outline SEVEN methods of generating a business idea. **(7Marks)**

b) There are four environmental trends that are most instrumental in creating business opportunities. Discuss these FOUR environmental trends. **(8Marks)**