PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY

SEPTEMBER – DECEMBER 2017

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BIT310

COURSE TITLE: BUSINESS PLAN DEVELOPMENT

EXAM DATE: THURSDAY 7th DECEMBER 2017

TIME: 5.30PM-8.30PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer **question ONE** which is compulsory and **any FOUR** others of your own choice.

QUESTION ONE

(a) Explain the value of a Business Plan. **(5 Marks)**

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

(c) Generally speaking, a good business plan will tailor itself to the intended audience and the specific client's purposes. Discuss three common reasons for writing a business plan. **(9 Marks)**

(d) Explain three reasons why start-ups need funding

(6 Marks)

(e) Giving suitable reasons, discuss two aspects of a Business Plan that should be up-dated regularly

(10 Marks)

QUESTION TWO

Consider a Bakery business.

(a) Explain the significance of this business to the area it is operating in **(5 Marks)**

(b) Prepare a five point questionnaire you would use to do an investigation of your local area. **(10 Marks)**

QUESTION THREE

a) Explain the term "marketing mix". Give one example to illustrate your answer **(10 Marks)**

(b) Although every company will differ in its organizational structure, most can be divided into several broad areas. Outline five such areas. **(5 Marks)**

QUESTION FOUR

(a) Identify a business enterprise you are familiar with and carry out a SWOT analysis for that business. **(12 Marks)**

(b) Identify a product or service that you wish to promote. Outline the advertising campaign that you would put in place to promote this product or service. **(3 Marks)**

QUESTION FIVE

(a) Explain why it is better to sell benefits rather than features. Provide an example that illustrated this point. **(10 Marks)**

(b) Explain what is meant by 'market segmentation' **(5 Marks)**

QUESTION SIX.

(a) Outline five common distribution channels you would use in a business. **(5 Marks)**

(b) Explain five costs that should be included in the product development budget. **(10 marks)**