**PAN AFRICA CHRISTIAN UNIVERSITY**

**SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY**

**END OF SEMESTER EXAMINATION FOR CERTIFICATE IN ENTREPRENEURSHIP DEVELOPMENT**

**MAY – AUGUST 2018**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: BUSINESS STUDIES**

**COURSE CODE: CENT0115**

**COURSE TITLE: BUSINESS PLAN DEVELOPMENT**

**EXAM DATE: MONDAY 13$^{TH}$ AUGUST 2018**

**TIME: 9:00AM-12:00PM**

**INSTRUCTIONS**

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- 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) Define a business plan **(1 Mark)**

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

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

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

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

f) 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 major mistakes to avoid when preparing a business plan. **(5Marks)**

b) There are several factors that affect the extent of a business plan and its preparation. State and explain FIVE of these factors. **(10Marks)**

## QUESTION FOUR

a) A feasibility analysis is conducted in preparation of a business plan. Define feasibility analysis and explain its importance. **(7Marks)**

b) State and explain FOUR major forms of feasibility analysis that businesses undertake when developing a business plan. **(8Marks)**

## QUESTION FIVE

a) Define the term entrepreneurship and describe its nature. **(5Marks)**

b) Explain with examples FIVE characteristic 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)**