



BUSINESS PLAN EXAM

Duration : 1h30m

Name & Surname :

Circle the correct answer (choose only one choice)

- 1-The business plan is a:
 - A. Roadmap that details where the business is going and how to get there.
 - B. Written document that only describes the ownership of the business.
 - C. Written document that describes the financial aspects of the business.
 - D. A strategic intelligence system that maintains the organization's market position.
- 2-Having a good business plan will help businesss :
 - A. Maximize risks
 - B. Reduce profit
 - C. Minimize risks of failure
 - D. None of the above
- 3-Which one of the following is not a part of the business plan :
 - A. Business Profile
 - B. Operations Plan
 - C. Economic Plan
 - D. Marketing plan
- 4-What are the objectives of forming the business ?
 - A. Get a government job
 - B. Achieving financial independence
 - C. Spending time
 - D. All of the above
- 5-A summary of market analysis with a focus on the market opportunities for the products :
 - A. The financial plan
 - B. The marketing plan
 - C. The daily plan
 - D. None of the above
- 6-The product description describes :
 - A. The features of the product
 - B. The unique selling points offered by your product
 - C. How your product satisfies client needs
 - D. All of the above
- 7-The market description explains
 - A. Your target customers
 - B. An analysis of your competitors
 - C. Both of them
 - D. None of the above
- 8-Marketing strategy includes policies known as :
 - A- The 4Ps
 - B- The 5Ps
 - C- The 7Ps
 - D- The 10Ps
- 9-the main message(s) that you will communicate in your promotional activities :
 - A. Environmental benefit
 - B. Social benefit
 - C. Economic benefit
 - D. All of the above
- 10-Intermediary means that the type of distrubution is the :
 - A. Mixed one
 - B. Direct one
 - C. Indirect one
 - D. All of the above
- 11-Pricing policy depends on the :
 - A. External factors



- B. Internal factors
C. Global factors
D. All of the above
- 12-The operations plan presents how the business will ensure in the whole operations the :
A. Product quality
B. Product productivity
C. Product safety
D. All of the above
- 13-The Management Plan describes :
A. The business structure
B. The human resources
C. The skills needed
D. All of the above
- 14-The organization chart is a diagram showing :
A. The risks of the business
B. The performance of the business
C. The structure of the business
D. None of the above
- 15-The financial plan demonstrates that the proposed business is a :
A. Failed investment
B. good investment
C. Bad investment
D. Small investment
- 16-The Cash Flow consists of :
A. Cash In and Cash Out
B. Cash on and cash off
C. Cash up and cash down
D. Cash flow and cash saving
- 17-To prepare an income statement, you need to know how to compute
A. Cost and income
B. Margin and Return
C. Value and Expenses
D. Profit and loss
- 18-In the balance sheet :
A. Assets equals liabilities minus equity
B. Assets equals liabilities times equity
C. Assets equals liabilities plus equity
D. None of the above
- 19-Why do you need a business plan?
A. To explain your idea
B. The ability to get financing.
C. To set objectives and goals for the business
D. All of the above
- 20-How a company will make customers aware of its products
A. Management plan
B. Marketing Plan
C. Industry Overview
D. Growth Plan
- 21-Which section of a business plan is generally first but written last ?
A. Business description and vision
B. Executive summary
C. Organization and management
D. Operations plan