



BUSINESS PLAN EXAM

Duration : 1h30m

First year Master's degree

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 business :

- 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 distribution 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