

**First Semester Examination of: writing and presenting business
plan- First Year Master – HRM**

Name:	Groupe Number:	Note:
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1-State whether the following statements are True or False: (2.5pnts)

- a- Potential investors regard the marketing plan as critical to the success of the new venture:.....
- b- The executive summary lays out all the vital information about your business within ten–twelve pages.....
- c- The first perspective of writing a business plan is for the potential investors' viewpoint.....
- d- A business plan should give as much detail as possible, but these should also be in a concise manner so that the reader reads it completely.....
- e- A business plan can be used to get debt from banks, raise funds through securities, and attract angel investors or venture capitalists.....

2- Fill in the blanks: Entrepreneur, financial plan, Potential investors, organizational plan, business description, production plan. **(2.5pnts)**

- a- determines the potential investment commitment needed for the new venture and indicates whether the business plan is economically feasible.
- b- describes the form of ownership of the firm.
- c- should begin with describing the mission and vision of the firm.
- d- describes the production of goods and services and the flow of goods and services from producers to customers.
- e- The business plan is valuable to the and

3-Answer the following questions: (5pnts)

a-What do you mean by the business Plan?

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b-What is the Executive Summary of a Business Plan?

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