

First retake exam: Writing and Presenting a Business Plan

First Master – Management

- Name:
- Surname:
- Duration: 2 Hours

Part 1: True or False – Based on Business Plan Steps (6 points)

Indicate **True (T)** or **False (F)** and **correct the false ones**.

1. The Executive Summary is written after completing all other sections of the business plan.
Answer:
2. The Executive Summary should include information about loan repayment.
Answer:
3. Business goals should include only short-term objectives.
Answer:
Correction:
4. Professional relationships increase the credibility of the business plan.
Answer:
5. An organizational chart is useful only for large companies.
Answer:
Correction:
6. Operations planning has no impact on business costs.
Answer:
Correction:
7. Location choice can affect accessibility and operating expenses.
Answer:
8. Perceived value is determined by customer expectations, not production cost alone.
Answer:

Part 2: Short Analytical Questions (6 points)

1. Explain the role of the Executive Summary in convincing lenders. (1.5 pts).....
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2. Why must the Business Description clearly define the type of business and its industry? (1.5 pts)
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3. Mention two reasons why lenders analyze the management and employee section carefully. (1.5 pts)

1.
2.

4. Mention two elements that should appear in the Operations section. (1.5 pts)

1.
2.

Part 3: Marketing Plan – Advanced Application (4 points)

An entrepreneur wants to open a **healthy snack shop** near a university.

Using the Marketing Plan concepts from the course, complete the table:

Element	Answer
Product (benefits & demand)
Price (perceived value)
Promotion (tools & media)
Place (distribution & access)

Part 4: Case Study – Pancake Shop (4 points)

A young entrepreneur plans to open a **mini-pancake shop** near the University of Tassoust (Jijel). The business is **seasonal**, has **limited financial resources**, and targets **students**.

Question 1: Business Description (1.5 points)

Briefly present:

- Type of business
- Purpose
- Business status

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Question 2: Operations & Location (1.5 points)

Explain **two location decisions** that may affect costs or accessibility.

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Question 3: Marketing Challenge (1 point)

Identify **one marketing tool** (traditional or digital) suitable for this project and justify your choice.

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End of Exam

Good luck

"An exam is a mirror showing your effort, not your worth."

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MODEL ANSWER

PART 1: True or False (6 points)

1. The Executive Summary is written after completing all other sections. | **False** | — | 0.75
2. The Executive Summary should include information about loan repayment. **TRUE** | 0.75
3. Business goals should include only short-term objectives. | **False** | Business goals include short, medium, and long-term objectives. | 0.75 |
4. Professional relationships increase the credibility of the business plan. | **True** | — | 0.75 |
5. An organizational chart is useful only for large companies. | **False** | Even small businesses need an organizational structure. | 0.75 |
6. Operations planning has no impact on business costs. | **False** | Operations planning affects costs, efficiency, and quality. | 0.75 |
7. Location choice can affect accessibility and operating expenses. | **True** | — | 0.75 |
8. Perceived value depends on customer expectations. | **True** | — | 0.75

PART 2: Short Analytical Questions (6 points)

Question 1: Role of the Executive Summary (1.5 pts)

Model Answer:

The Executive Summary provides an overview of the entire business plan. It highlights the business idea, objectives, target market, and financial needs, helping lenders or investors quickly evaluate the project's viability.

Barème:

- Clear definition: **0.5 pt**
- Link to investors/lenders: **0.5 pt**
- Clarity and relevance: **0.5 pt**

Question 2: Importance of Business Description (1.5 pts)

Model Answer:

The Business Description defines the type of business, its industry, and its objectives. It helps readers understand what the business does, its market position, and its legal status.

Barème:

- Definition of business nature: **0.5 pt**
- Industry/market explanation: **0.5 pt**
- Strategic importance: **0.5 pt**

Question 3: Management & Employees Section (1.5 pts)

Model Answer:

1. Lenders evaluate management skills to assess the entrepreneur's ability to run the business.
2. Employee roles ensure operational efficiency and continuity.

Barème:

- First reason explained: **0.75 pt**
- Second reason explained: **0.75 pt**

Question 4: Operations Section Elements (1.5 pts)

Model Answer:

1. Business hours
2. Location and equipment
Explanation: Location affects accessibility, costs, and customer flow.

Barème:

- Two correct elements: **1 pt**
- Explanation of one element: **0.5 pt**

PART 3: Marketing Plan – 4Ps (4 points)

Element	Model Answer	Points
Product	Healthy snacks made from fresh ingredients responding to student demand	1
Price	Affordable prices aligned with perceived student value	1
Promotion	Social media campaigns, influencers, student flyers	1
Place	Near university with takeaway and fast service	1

PART 4: Case Study – Pancake Shop (4 points)

Question 1: Business Description (1.5 pts)

Model Answer:

- Type: Food service business (mini-pancake shop)
- Purpose: Offer affordable food for students
- Status: Start-up business

Barème:

- Type of business: **0.5 pt**
- Purpose: **0.5 pt**
- Business status: **0.5 pt**

Question 2: Operations & Location (1.5 pts)

Model Answer:

1. Location near university increases accessibility and sales volume.
2. Limited opening hours help reduce operational costs.

Barème:

- First decision explained: **0.75 pt**
- Second decision explained: **0.75 pt**

Question 3: Marketing Tool (1 pt)

Model Answer:

Social media marketing is effective because students actively use digital platforms, and it is low-cost.

Barème:

- Correct tool: **0.5 pt**
- Justification: **0.5 pt**