

# **First exam: Writing and Presenting a Business Plan**

## **First Master – Management and Financial Management**

- **Name:** .....
- **Surname:** .....
- **Group:** .....
- **Duration: 2 Hours**

### **Part 1: True or False (6 points)**

**Indicate whether the following statements are True (T) or False (F); and correct the false statements.**

1. A business plan is written only to convince investors.  
**Answer:** .....
2. External users use the business plan to evaluate business viability.  
**Answer:** .....
3. A business plan predicts the future with certainty.  
**Answer:** .....
4. Perceived value depends on the customer's point of view.  
**Answer:**.....
5. Social media is part of traditional marketing tools.  
**Answer:** .....
6. "Place" in the 4Ps of Marketing refers only to a physical store location.  
**Answer:** .....
7. The Operations section should include business hours and seasonality plans.  
**Answer:** .....
8. Market analysis helps identify competitors and customer needs.  
**Answer:** .....

## Part 2: Short Answer Questions (6 points)

1. Give one clear definition of a business plan. (1.5 pts)

.....  
.....

2. Is a business plan a rigid document? Justify your answer. (1.5 pts)

.....  
.....

3. Mention two reasons why a business plan is crucial for internal success. (1.5 pts)

1. ....
2. ....

4. Mention two external users of a business plan. (1.5 pts)

1. ....
2. ....

## Part 3: The 4Ps (4 points)

An entrepreneur wants to launch a **natural juice bar in a city center**.

| Element   | Answer |
|-----------|--------|
| Product   | .....  |
| Price     | .....  |
| Promotion | .....  |
| Place     | .....  |

## Part 4: Case Study (4 points)

A young female entrepreneur wants to open a **small pancake shop near the university of Tassousst Jijel**.

The shop will sell **sweet and savory mini-pancakes**, takeaway drinks, and offer **affordable prices** for students.

**Question 1: Target Customers (1.5 points)**

Identify the main target customers.

.....  
.....  
.....

**Question 2: Business Description (1.5 points)**

Briefly mention:

- Type of business
- Purpose of the business
- Business status

.....  
.....  
.....

**Question 3: Market Analysis (1 point)**

1. Mention two competitors the pancake shop may face.

- .....
- .....

**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. A business plan is written only to convince investors.**

☒ **False 0.5 pt**

☒ **Correction: A business plan is used for both internal management and external stakeholders. 0.25 pt**

**2. External users use the business plan to evaluate business viability.**

☒ **True (0.75 pt)**

**3. A business plan predicts the future with certainty.**

☒ **False 0.5 pt**

☒ **Correction: A business plan helps planning and decision-making, but it does not predict the future with certainty. 0.25 pt**

**4. Perceived value depends on the customer's point of view.**

☒ **True (0.75 pt)**

**5. Social media is part of traditional marketing tools.**

☒ **False 0.5 pt**

☒ **Correction: Social media belongs to digital marketing tools, not traditional ones. 0.25 pt**

**6. "Place" in the 4Ps refers only to a physical store location.**

☒ **False 0.5 pt**

☒ **Correction: "Place" includes all distribution channels (physical store, takeaway, delivery, online). 0.25 pt**

**7. The Operations section should include business hours and seasonality plans.**

☒ **True (0.75 pt)**

**8. Market analysis helps identify competitors and customer needs.**

☒ **True (0.75 pt)**

## **PART 2: SHORT ANSWER QUESTIONS (6 POINTS)**

### **1. Definition of a business plan (1.5 pts)**

**✓ Model Answer:**

A business plan is a **written document that describes a business project, its objectives, strategies, and expected results.**

### **2. Is a business plan a rigid document? (1.5 pts)**

**✓ Model Answer:**

No, a business plan is **not rigid**. It is a **dynamic document** that can be updated according to market changes and learning.

**Barème:**

- Correct answer (Yes/No): **0.5 pt**
- Justification: **1 pt**

### **3. Two reasons for internal success (1.5 pts)**

**✓ Model Answer:**

- It serves as a **roadmap for managing the business** **0.75 pt**
- It helps **clarify objectives and reduce risks** **0.75 pt**

### **4. Two external users (1.5 pts)**

**✓ Model Answer:**

- Investors **0.75 pt**
- Banks **0.75 pt**

## **PART 3: THE 4Ps – NATURAL JUICE BAR (4 POINTS)**

| Element          | Model Answer                                     | Points |
|------------------|--------------------------------------------------|--------|
| <b>Product</b>   | Fresh natural juices made from seasonal fruits   | 1      |
| <b>Price</b>     | Affordable prices suitable for daily consumption | 1      |
| <b>Promotion</b> | Social media, flyers, opening promotions         | 1      |
| <b>Place</b>     | City center juice bar with takeaway service      | 1      |

## PART 4: CASE STUDY – PANCAKE SHOP (4 POINTS)

### Question 1: Target Customers (1.5 pts)

✓ **Model Answer:**

The main target customers are **university students**, as well as **teachers and staff**, because they look for **quick and affordable snacks** near campus.

**Barème:**

- Identification of target: **1 pt**
- Justification: **0.5 pt**

### Question 2: Business Description (1.5 pts)

✓ **Model Answer:**

- **Type:** Food retail / fast snack service      **0.5 pt**
- **Purpose:** Sell sweet and savory mini-pancakes and drinks      **0.5 pt**
- **Status:** New start-up

### Question 3: Market Analysis – Competitors (1 pt)

✓ **Model Answer:**

- Cafés      **0.5 pt**
- Fast-food or snack shops      **0.5 pt**