

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)

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.....

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

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.....

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.

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.....
.....

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.

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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. 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
Product	Fresh natural juices made from seasonal fruits	1
Price	Affordable prices suitable for daily consumption	1
Promotion	Social media, flyers, opening promotions	1
Place	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**