

Model Answer for the First-Term Final Exam: Writing and Presenting a Business Plan

Exercise 1: How to Write a Business Plan

(Choose the correct answer.)

1. Why is it recommended to write the executive summary last in a business plan?

a. Because it contains the most detailed information about the business	
b. Because it is the least important part of the plan	
c. Because it only includes financial projections	
d. Because it summarizes the entire plan and is easier to write once all other sections are complete	

2. Which of the following best describes the purpose of a competitive analysis?

a. To identify potential customers and their preferences	
b. To understand your competitors' strengths and weaknesses and find market gaps to exploit	
c. To develop marketing content for advertising campaigns	
d. To calculate production costs	

3. Which marketing strategy involves a combination of traditional and digital techniques?

a. Integrated marketing	
b. Word of mouth marketing	
c. Direct marketing	
d. Social media-exclusive marketing	

4. When planning production and operations, what is a key factor distinguishing mass production from craft-oriented production?

a. Mass production focuses on craftsmanship; craft-oriented emphasizes standardization	
b. Both rely entirely on automation without manual input	
c. Mass production is always more expensive than craft-oriented production	
d. Mass production relies on a few standardized steps; craft-oriented production emphasizes detailed craftsmanship	

5. What is the primary goal of the operations budget within a business plan?

a. To estimate the number of products to produce	
b. To maintain healthy cash flow and plan future spending	
c. To detail marketing strategies and advertising costs	
d. To analyze competitors' financial performances	

6. In a SWOT analysis, which of the following is considered an external factor?

a. External opportunities like market trends	
b. Internal company strengths, such as expertise in a key area	
c. Internal weaknesses like poor management	
d. Internal threats like employee turnover	

7. When defining your target market, which of the following should you specifically identify?

a. The competitors in your industry	
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b. The total size of the global market	
c. The marketing channels used by competitors	
d. The precise customer segment and their preferences	

8. Which section of the business plan is crucial for predicting cash flow and assessing risks, especially for potential investors or lenders?

a. Executive summary	
b. Market analysis	
c. Financial projections and risk analysis	
d. Operations plan	

9. What is one of the key benefits of developing detailed financial projections included in the business plan?

a. To delay decision-making until the business is established	
b. To persuade competitors to cooperate with your business	
c. To serve as a tool for risk mitigation and strategic planning	
d. To replace the need for operational planning	

10. What is the main value of a well-prepared business plan?

a. It predicts the company's financial future and helps manage risks	
b. It guarantees business success regardless of market conditions	
c. It replaces the need for daily business management	
d. It is mainly useful for filing legal documents	

Exercise 2: Mastering Business Presentations: The Top 8 Skills for Success

(True/False Questions)

- Starting a presentation with a detailed agenda is more effective than beginning with a compelling “why,” according to the lecture.
True/False
- Audience benefits should focus solely on professional success, rather than personal happiness or freedom.
True/False
- A strong presentation hook may consist of a single sentence that captures the core purpose of the presentation.
True/False
- Turning a boring topic into a fascinating one relies more on the presenter's enthusiasm than on relevance to the audience.
True/False
- Storytelling is presented as a method for transforming abstract facts into emotionally engaging narratives.
True/False
- Visual aids are most effective when they replace the spoken message rather than support it.
True/False
- Deep breathing is recommended primarily as a long-term solution rather than an immediate technique to reduce presentation anxiety.
True/False
- Rehearsing a presentation multiple times can simultaneously increase confidence and reduce public speaking fear.
True/False

- Visualizing failure before presenting is suggested as a way to mentally prepare for challenging questions.
True/False
- Open-ended questions are used in small talk mainly to control the direction of the conversation.
True/False
- Finding common ground with the audience contributes to building trust and a sense of belonging.
True/False
- Showing genuine interest in audience members requires active listening rather than focusing on delivering content only.
True/False
- Sustaining audience attention depends more on maintaining a constant speaking pace than on varying tone and rhythm.
True/False
- Interactive elements such as polls or quizzes can improve audience engagement and concentration.
True/False
- Incorporating short breaks may improve information retention rather than disrupt audience focus.
True/False
- Knowing your audience requires adapting content spontaneously without any prior research.
True/False
- Customizing language and examples can make the audience more receptive to the presenter's message.
True/False
- Flexibility during a presentation reflects uncertainty rather than confidence.
True/False
- Difficult audience members can be categorized, which allows presenters to adapt their response strategies.
True/False
- Active listening involves acknowledging audience concerns and responding thoughtfully, not merely hearing questions.
True/False

Exercise 3: Match each expression in column A with the suitable sentence in column B.

A	B
A. Business Objectives and Strategy	1. Focuses on analyzing internal weaknesses and external opportunities to inform decision-making.
B. Target Audience	2. Clarifies the company's ultimate aims and how it plans to achieve them.
C. Competitive Gaps	3. Identifies specific customer segments to tailor marketing efforts.
D. SWOT Categorization	4. Assists in identifying areas where market needs are not being fully met.
E. Production Planning	5. Anticipates future cash flows and highlights potential business risks.
F. Marketing Strategies Overview	6. Allocates financial resources for supplies, staffing, and daily activities.
G. Financial Projections	7. Concerns the process of establishing a realistic yet ambitious sales and growth plan.

H. Company Overview	8. Analyzes external factors that could positively or negatively impact the business.
I. Risks and Opportunities Assessment	9. Systematic approach to differentiating a business from its competitors.
J. Operations Budget	10. Includes details about the company structure, location, and background of founders.

A →2.....

B →3.....

C →4.....

D →1.....

E →7.....

F →9.....

G →5.....

H →10.....

I →8.....

J →6.....

Exercise 4: Reorder the Sentences to Form a Coherent Text

The following sentences describe a business plan for a students' coffee shop.

They are not in the correct order.

Reorder them to form a logical and coherent text.

- A. An operations budget is prepared to manage expenses such as rent, equipment, supplies, and staff wages.
- B. The production plan focuses on offering high-quality coffee and simple snacks prepared efficiently.
- C. Overall, this business plan demonstrates how students can develop a sustainable and realistic coffee shop project.
- D. A competitive analysis reveals that existing cafés do not fully meet students' academic and social needs.
- E. Financial projections suggest that the coffee shop will reach profitability within the first year of operation.
- F. The business plan starts with an overview of a students' coffee shop located near a university campus.
- G. Risk assessment highlights potential challenges such as seasonal demand and rising supply costs.
- H. Marketing strategies include social media advertising, student discounts, and loyalty programs.
- I. Based on this analysis, the coffee shop aims to create a quiet and student-friendly environment.
- J. The target market consists mainly of university students looking for affordable prices and a comfortable place to study.

.....F → J → D → I → B → H → A → G → E → C.....