

Part I – Multiple Choice Questions (MCQs)

Marks: 8 (8 × 1 mark)

Choose the **correct answer only**.

1. A The Business Model Canvas is mainly used to:
 - A. Write long reports
 - B. Show a business on one page
 - C. Replace the business plan
 - D. Calculate taxes
5. The executive summary should be written:
 - A. First
 - B. After completing the plan
 - C. Before market analysis
 - D. Without financial data

Correct answer: B

2. Which statement shows **cash inflows and outflows**?
 - A. Cash Flow Statement
 - B. Income Statement
 - C. Balance Sheet
 - D. Cost Structure

Correct: a

3. In the Business Model Canvas, *Value Proposition* explains:
 - A. Who the customers are
 - B. How money is earned
 - C. Who the partners are
 - D. Why customers choose the product

Correct: D

4. Selling company ownership to investors is called:
 - A. Debt financing
 - B. Crowdfunding
 - C. Equity financing
 - D. Cost sharing

Correct: C

5. The executive summary should be written:
 - A. First
 - B. After completing the plan
 - C. Before market analysis
 - D. Without financial data

Correct: B

6. Break-even point is reached when:
 - A. Profit is maximum
 - B. Costs are zero
 - C. Revenues equal total costs
 - D. Cash is positive

Correct: C

7. Suppliers belong to which BMC block?
 - A. Key Partnerships
 - B. Key Activities
 - C. Channels
 - D. Cost Structure

Correct: A

8. A Which statement focuses on liquidity?
 - A. Income statement
 - B. Balance sheet
 - C. Cash flow statement
 - D. Cost structure

Correct: C

Part II – Matching & Classification and Fill in the Gaps Questions: (12 Marks)

Q1. Matching (3 marks)

Match each item in Column A with the correct option in Column B.

Column A	Column B
1. Customer Segments →	A. How value is delivered
2. Revenue Streams →	B. Who the business serves
3. Channels →	C. How the firm earns money

Correct matching:

- 1 → B
- 2 → C
- 3 → A

Q2. True / False / Correct Marks: 5

1. The executive summary should be written before completing the business plan.
→ **F ✓ Correction:** written last
2. Equity financing requires regular interest payments.
→ **F ✓ Correction:** no repayment
3. The Business Model Canvas has nine blocks.
→ **T**
4. Cash flow statement shows profitability only.
→ **F ✓ Correction:** cash inflows and outflows

Q3. Fill in the Gaps (Business Model Canvas) Marks: 4

Complete the sentences using the correct Business Model Canvas block name.
(Write only ONE or TWO words in each blank.)

1. _____ defines who the business serves and groups customers with similar needs.
2. _____ explains why customers choose the product or service.
3. _____ describes how the business reaches customers and delivers value.
4. _____ shows how the business earns money from each customer segment.

Correct Answers

1. **Customer Segments**
2. **Value Proposition**
3. **Channels**
4. **Revenue Streams**