



M07 Business Plan

TEST

Question 1: The developed business plan is specified in:

Choose one correct answer (1 point)

- strategic plan
- financial plan
- business plan
- plan of the company

Question 2: The business plan is:

Choose one correct answer (1 point)

- an important document for the establishment and management of the company in the coming period
- an overview of scheduled meetings and appointments for the next period
- a business idea

Question 3: The business plan serves mainly:

Choose one correct answer (1 point)

- to obtain a bank loan
- to verify the viability of the business idea
- for co-workers to know what to do

Question 4: A business plan usually doesn't include:

Choose one correct answer (1 point)

- financial analysis
- analysis of strengths and weaknesses, opportunities and threats
- human resources plan
- planned declaration of taxes



Question 5: Evaluation of the business plan by the bank:

Select one or more of the following (2 points)

- a large percentage are oral, written communication is minimal
- meetings usually take place outside the office in an informal setting
- the bank requires a quality business plan
- the bank thoroughly checks the information provided

Question 6: The Customer Relationships element in the Canvas business model seeks to answer the following questions:

Select one or more of the following (3 points)

- Who is the value created for?
- Do we focus on one or more customer segments?
- Who are the most important customers?
- Which key activities are most costly for the company?

Question 7: The business plan includes:

Select one or more of the following (4 points)

- Summary
- Plan of completed activities
- Assumptions of success and risks of the project
- Financial plan
- Implementation project plan

Question 8: The business plan is developed by:

Choose one correct answer (1 point)

- always only a start-up
- every company mandatory once every 3 years
- a company that wants to obtain external funding
- a company that is about to leave the market



Question 9: The individual phases of the product (or service) life cycle are called

Choose one correct answer (1 point)

- introduction, growth, maturity and decline
- first phase, second phase, third phase and fourth phase
- demand, supply, equilibrium price
- small, medium, medium, large

Question 10: Annexes of the business plan:

Select one or more of the following (3 points)

- are a mandatory part of the business plan
- the entrepreneur may or may not include them in the business plan
- the entrepreneur decides on the content of the annexes
- should contain additional information about the company



Testing Set - Evaluation/Grading Criteria

Evaluation of participant's learning progress will be performed through a set of feedback questions during the training placed by a lector to participants.

At the end, an evaluation will take place in the form of an online test prepared by the lecturer, which should serve to verify the acquired skills and knowledge.

Student should reach at least 51% of correct answers.

Correct Answers

Question 1

business plan

Question 2

an important document for the establishment and management of the company in the coming period

Question 3

to verify the viability of the business idea

Question 4

planned declaration of taxes

Question 5

the bank requires a quality business plan

the bank thoroughly checks the information provided <correct answer>

Question 6

Who is the value created for?

Do we focus on one or more customer segments?

Who are the most important customers?

Question 7

Summary

Assumptions of success and risks of the project

Financial plan



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TECHNICAL UNIVERSITY
OF KOŠICE



UNIVERSIDAD
DE GRANADA



University
of Hradec
Králové

Implementation project plan

Question 8

a company that wants to obtain external funding

Question 9

introduction, growth, maturity and decline

Question 10

the entrepreneur may or may not include them in the business plan

the entrepreneur decides on the content of the annexes

should contain additional information about the company