

Review Questions 6-1

Name _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) Which of the following would not be included in the marketing and sales strategy portion of a business plan? 1) _____
A) sales forecast
B) pricing strategy
C) sales strategy
D) ownership information
- 2) Which of the following is typically the final section of a business plan? 2) _____
A) financials
B) strategic alliances
C) market analysis
D) organizational structure
- 3) An executive summary is a one- or two-page report describing 3) _____
A) the business plan's highlights
B) business plan financials
C) the type of business and the type of ownership
D) company description
- 4) Which of the following is not one of the seven parts of a business plan? 4) _____
A) company description
B) plan for growth
C) employee profiles
D) marketing and sales strategy
- 5) Which of the following is not one of the seven parts of a business plan? 5) _____
A) product or service
B) market analysis
C) investor returns
D) financials
- 6) Which of the below would be delivered as a slide show? 6) _____
A) investor's business plan
B) quick summary
C) operational business plan
D) oral presentation
- 7) Which business plan is meant for use within the business only? 7) _____
A) internal presentation
B) quick summary
C) investor's business plan
D) operational business plan
- 8) How long does a quick summary type of a business plan last? 8) _____
A) no more than 3 minutes
B) between 3 and 5 minutes
C) between 5 and 10 minutes
D) between 10 and 15 minutes
- 9) Which of the following is one of "The Three C's" of a business plan? 9) _____
A) competition
B) cash
C) cooperation
D) concept
- 10) Which of the following is not one of "The Three C's" of a business plan? 10) _____
A) challenge
B) customer
C) capital
D) concept

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 11) A business plan for a nonprofit company focuses on the mission and services in support of that mission. 11) _____

- 12) The business plan of a for-profit company focuses on the product or service and the support staff. 12) _____
- 13) A quick summary business plan is typically presented as a slide show. 13) _____
- 14) An investor's business plan is typically informal and presented within the company. 14) _____
- 15) One of "The Three C's" in a business plan is Challenge. 15) _____
- 16) An executive summary is a separate report that contains highlights of a business plan. 16) _____
- 17) An executive summary starts with the names of the business founders and the functions they perform. 17) _____
- 18) A business plan is not the place to discuss the type of ownership planned for the business. 18) _____
- 19) A service business does not require an investor's business plan. 19) _____
- 20) A business plan typically shows five years of financial projections. 20) _____

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 21) A(n) _____ is a description of your business goals and how you are going to achieve them. 21) _____
- 22) This type of brief business plan is a synopsis lasting from about thirty seconds to three minutes. 22) _____
- 23) A(n) _____ presentation is a type of business plan that is a short slide show with a running narrative. 23) _____
- 24) A(n) _____ business plan is a detailed plan given to people whose financial support you need to start your business. 24) _____
- 25) A(n) _____ business plan is somewhat informal and meant for use within the company. 25) _____
- 26) A(n) _____ pitch must be delivered to a potential investor in about thirty seconds and in fewer than 150 words. 26) _____
- 27) A(n) _____ summary is a part of a business plan that highlights key selling points on one or two pages. 27) _____
- 28) One of "The Three C's" in a business plan is _____, which describes who will be buying the product or service and why. 28) _____
- 29) One of "The Three C's" in a business plan is _____, which describes how you will locate the initial money your business will need and what costs and profit you expect. 29) _____
- 30) One of "The Three C's" in a business plan is _____, which describes what your product or service is and how it is different from other similar products or services. 30) _____