

**DEGREE**  
**January – June**



**Examination**  
**BP 201 Business Plan Development**

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**BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING**  
**In collaboration with**  
**THE VIRTUAL UNIVERSITY FOR SMALL STATES OF THE COMMONWEALTH**  
**(VUSSC)**

**Bachelor Of Business And Entrepreneurship**

**BUSINESS PLAN DEVELOPMENT**

**BP 201**

**SESSIONAL EXAMINATION**

**TIME: 3 HOURS**

**MARKS: 100**

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**Instructions:**

1. This paper consists of three sections A, B and C.
2. Answer the questions as per the instructions.
3. Write your answers in the answer booklet provided.
4. Working must be shown clearly, and any assumption made should be indicated.
5. Answer questions in grammatical English

**SECTION – A. TRUE or FALSE questions. Answer ALL questions. [10 MARKS]**

- a) Trade marking is one of the legal ways that you can adopt for intellectual property protection.
- b) Knowing the actual and potential size of the industry is important to determine the market share of your competitor.
- c) Fabrication is not one of the stages of product oriented business.
- d) The Income Statement shows the actual money that was collected from sales and the actual money that is paid out for expenses on a monthly basis.
- e) Influencers are one of the three different customers you will need to think about in relation to your idea.
- f) Market access is a key success factor.
- g) Much of observable data is ‘anecdotal’ in nature.
- h) Transactional revenue models are based on predictable sales of goods.
- i) Location does not influence the buying pattern of individual.
- j) ‘Brainstorm or Mind map the restraining force’ is the third step in force field analysis.

**SECTION – B. Short answer type. Answer any SIX questions. [50 MARKS]**

- a) Briefly describe why financial forecasting and growth projections are so important?  
(8 marks)
  - b) What are the questions to be answered before creating an ideal customer profile? Also explain physical and emotional characteristics of the proposed customer. (10 marks)
  - c) What is Lewin’s Force Field Model? State the step by step guides of using Lewin’s Force Field Model in business. (8 marks)
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- d) Explain briefly the 'Understanding Industry Structure'. (8 marks)
- e) How will you promote your product or service? Also briefly describe Intellectual Property Protection for your idea. (8 marks)
- f) What are the three sources of information for competitor analysis? Also list out what business really like to know about their competitors. (8 marks)
- g) What are the business plan components to be kept in mind that helps to write the business plan? (8 marks)
- h) Explain with at least one example, the meaning of buying behavior of customers. (8 marks)

**SECTION – C. Essay type. Answer any TWO questions.**

**[40 MARKS]**

- 1) Elaborate the Revenue Generation Models applicable to business development. (20 Marks)
- 2) Explain the various Brainstorming Techniques and their importance in business? (20 Marks)
- 3) The future of business, to a certain extent is based on Business Plan. Explain in detail with examples, how to write a good Business Plan. (20 Marks)

**END OF PAPER**

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Budget  
Growth