

Student Name: _____

Class: _____

Student ID: _____

Date: _____

Assessment Details**Duration:** 2 hours**Total Marks:** 100**Topics Covered:**

- Business Model Canvas
- Market Analysis
- Financial Literacy
- Business Planning

Instructions to Students:

1. Read all questions carefully before attempting.
2. Show all calculations and working out clearly.
3. Use business terminology appropriately.
4. Support your answers with examples where relevant.
5. Manage your time effectively - allocate approximately 1 minute per mark.

Question 1

[10 marks]

Study the following Business Model Canvas components and answer the questions below:

Value Proposition: Eco-friendly reusable water bottles with built-in filtration system

Customer Segments: Environmentally conscious young professionals and students

Revenue Streams: Direct sales, subscription filters, corporate partnerships

a) Which distribution channel would be most appropriate?

b) What type of customer relationship should be established?

c) Identify key resources needed

d) Suggest potential key partners

Question 2

[15 marks]

Analyze the following market data for a new smartphone app:

Age Group	Market Size	Competitor Price Range	User Growth Rate
13-17	2.5M users	\$1.99 - \$4.99	15% monthly
18-25	5.8M users	\$2.99 - \$7.99	22% monthly
26-35	4.2M users	\$3.99 - \$9.99	8% monthly

a) Calculate the total market size and potential revenue for the first year.

b) Identify the most profitable target market segment and justify your answer.

Question 3

[20 marks]

You are planning to start a small online business. Use the following information to create a basic financial plan:

Item	Cost
Website Development	\$2,500
Monthly Marketing	\$500
Product Cost (per unit)	\$15
Selling Price (per unit)	\$45

a) Calculate the break-even point in units.

b) If you expect to sell 200 units per month, calculate your monthly profit.

c) Create a six-month cash flow projection.

