

ASSESSMENT # 3**Total Marks: 30****Answer the following questions:****1. Short Questions****(15)**

- i.** What is the difference between Functional and Non-Functional Requirements? Explain, giving examples.
 - ii.** What is a Franchise?
 - iii.** What is the purpose of a Business Plan? Outline the elements of the One- Page Plan.
 - iv.** What is a Pitch Deck?
 - v.** Define the following terms:
 - a)** Sole Proprietorship
 - b)** Solopreneur
 - c)** Joint Venture
- 2.** Discuss the different steps for identifying the Target Market and Customers. **(7)**
 - 3.** Describe the various parts of financial projections. **(8)**