

ASSESSMENT # 2

Total Marks: 30

Answer the following questions:

(15)

1. Short Questions

- 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)