

ASSESSMENT # 2**Total Marks: 30****Answer the following questions:****Q: 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

Q: 2: Discuss the different steps for identifying the Target Market and Customers. (7)**Q: 3:** Describe the various parts of financial projections. (8)