



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

**MODULE: Business Development PAPER NO: 531/23/M03
Management**

DURATION: 3 Hours

OCT/NOV 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any 5 questions.**
- 2. All questions carry equal marks.**
- 3. Start a question on a fresh page.**

PAPER NO: 531/23/M03 – BUSINESS DEVELOPMENT MANAGEMENT.

QUESTION 1

Examine any five (5) benefits of a business plan. (20marks)

QUESTION 2

Discuss any five (5) contents of a checklist for starting a business. (20marks)

QUESTION 3

Examine any five (5) features of pretesting pilot project. (20marks)

QUESTION 4

Examine the business development implementation process. (20marks)

QUESTION 5

Describe any five (5) evaluation parameters to consider in business development plan. (20marks)

QUESTION 6

Explain any five (5) pitfalls to avoid in implementing a business plan. (20marks)

QUESTION 7

Describe the steps to be followed in the business strategic planning process. (20marks)

.../dk