

# Business Case Writing Practice Test Questions and Answers

## 1. What is a business case?

- A) A document that lays out the project timeline
- B) A document that summarizes personnel roles
- C) A document that outlines marketing plans
- D) A document that outlines the rationale for a project

## 2. What is a business case document?

- A) A sales proposal for a product or service
- B) A marketing brochure
- C) A document or presentation that communicates high-level information relating to a critical decision
- D) An evaluation of employee performance

## 3. In a business case, NPV stands for:

- A) Net Profit Value
- B) Net Present Value
- C) Nominal Project Value
- D) Net Performance Value

## 4. What is the purpose of a business case?

- A) To analyze customer behavior
- B) To provide a financial report of a business
- C) To analyze options and identify the best course of action and describe the benefits and costs of a project
- D) To promote a product

**Answers: 1-D 2-C 3-B 4-C**

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