

NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
JANUARY 2018 EXAMINATION
EXAM QUESTION

COURSE CODE: ENT 302

CREDIT UNIT: 2

COURSE TITLE: FEASIBILITY AND BUSINESS PLANNING

TIME ALLOWED: 2 HOURS

Instructions: 1. Attempt question number one (1) and any other (2) questions.

2. Question number 1 carries 30 marks, while the other questions carry 20 marks each.

3. Present all your points in coherent and orderly manner.

QUESTION 1

- a. State the outline of a business description. (10 marks)
- b. List and explain briefly the vital factors to consider in location of business. (15 marks)
- c. Outline the importance of feasibility study (5 marks)

QUESTION 2

Explain what you understand by any four (4) of the following

- 1. Production plan (5 marks)
- 2. Marketing plan. (5 marks)
- 3. Venture Plan (5 marks)
- 4. Risk Mitigating Plan (5 marks)
- 5. Financial Plan. (5 marks)

QUESTION 3

- a. List and explain all the Steps in Preparing the Marketing Plan. (10 marks)
- b. Discuss the interest of prospective evaluators of a business plan. (10 marks)

QUESTION 4

Explain briefly all the basic reasons for failure of marketing plan. (20 marks)

QUESTION 5

- a. What are the advantages of using internal sources of financing a new venture? (10 marks)
- b. Mention the various factors to consider in fixing appropriate price for a new product. (10 marks)

