



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**MARCH 2016 EXAMINATION**

**CREDIT UNIT: 2**

**COURSE CODE: ENT 424**

**COURSE TITLE: FEASIBILITY STUDIES AND BUSINESS PROPOSALS**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

1. Attempt question Number one (1) and any other two (2).
2. Question number 1 is compulsory and carries 30 marks, while the other questions carry 20 marks each.
3. Present all your points in coherent and orderly manner.

- Q1.   a.    Discuss the information needed for a feasibility study.  
      b.    Enumerate the basis for financial information needs in business.  
      c.    What are the considerations for deciding on a business location.
- Q2.   a.    Mention and explain the vital factors to consider in location of business venture.  
      b.    What are the major financial areas to be considered in financial plan.
- Q3.   a.    What are the basic functions of a board of directors?  
      b.    Mention and discuss the external environmental factors that shape marketing in business.
- Q4.   a.    Mention and discuss the various pitfalls that must be avoided in marketing plan.  
      b.    Mention the various factors to consider in fixing appropriate price for a new product.
- Q5.   a.    Explain the internal sources of financing a new venture.  
      b.    Enumerate the advantages of using Internal Source of Finance a new venture.