



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
JUNE/JULY 2017 EXAMINATION

COURSE CODE: ENT 424

CREDIT UNIT: 2

COURSE TITLE: FEASIBILITY STUDY AND BUSINESS PROPOSALS

TIME ALLOWED: 2 HOURS

Instructions: 1. Attempt question Number one (1) and any other two (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.

- 1. (a) Discuss the presentation of a business proposal. 16 MARKS**
- (b) List 4 various factors that influence location of a business project. 4 MARKS**
- (c) What are the merits of a feasibility study? Mention any five (5). 5 MARKS**
- (d) What are the relevant considerations in description of the venture plan?**

5

MARKS

- 2. Critically analyse a business plan, giving details of its composition. 20MARKS**
- 3. (a) Highlight the concern of planning in businesses. 10 MARKS**
(b) Discuss the expectations of employees from organizational design. 10 MARKS
- 4. (a)Mention and explain the various aspects of a feasibility study. 5 MARKS**
(b)What are the areas of need for generating information on operations? 14MARKS
(c) Explain in simple terms the meaning of business description. 1MARK
- 5. (a) What are the areas of need for generating information for feasibility study?10 MARKS**
(b) What are the major financial areas to be considered in financial plan? 5MARKS
(c)What are the basic functions of a Board of Directors? 5MARKS