



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_2 EXAMINATIONS

Course Code: ENT 302

Course Title: FEASIBILITY AND BUSINESS PLANNING

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20 marks each.**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

Question 1

- a. Briefly describe 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. What is the importance of feasibility study? **[5 marks]**

Question 2

- 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 3

Explain 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 4

- 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]**

Question 5

Explain briefly all the basic reasons for failure of marketing plan. **[20 marks]**