



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
2021_1 EXAMINATION

Course Title: **Concept, Design and Feasibility I**

Course Code: **TSM 342**

Course Unit: 2

Time Allowed: 2: 00hrs

Instruction: Answer any three (3) Questions

Question (1a): List nine components of a feasibility report (**9 marks**)

Question (1b): Briefly explain six fundamental enquiries necessary to be made before starting your own new business (**12.3 marks**)

Question (1c): In a business plan, enumerate four features of the product or service that will likely gain important edge over your competitors (**2 marks**).

Question (2a): Business plan is an important tool in business, especially for new businesses. State four ways through which a business plan can be made clear (**10 marks**).

Question (2b): State eight important components of a business plan (**13.3 marks**)

Question (3a): Cash Flow Form is an important form especially for financial record management purpose. Briefly explain eight basic principles to be observed when filling a simple cash flow form (**13.3 marks**)

Question (3b): State five (likely) payments that are captured in the Cash Flow Forecast (**10 marks**)

Question (4a): Explain briefly the four basic accounting ratios commonly used in project analysis (**10 marks**)

Question (4b): Explain four types of management efficiency ratio (**8.3 marks**)

Question (4c) List ten important factors to be observed to enhance a good tourism project planning and control (**5 marks**).