



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA

FACULTY OF MANAGEMENT SCIENCES

2021_2 EXAMINATION⁶⁶⁷

COURSE CODE: ENT 302

CREDIT UNIT: 2

COURSE TITLE: FEASIBILITY AND BUSINESS PLANNING

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. Indicate your Matriculation Number clearly**
- 2 INSTRUCTION: Attempt all Questions, all questions are 17.5 marks each**
- 3. Present all your points in coherent and orderly Manner**

INSTRUCTION: Attempt any Three Questions

- 1a. Define Feasibility study and briefly explain the components of a feasibility study (10 marks)
- 1b. Identify the importance and sources of a feasibility study (7.5 marks)
- 2a. List and explain the areas of need for generating information on operations (8 marks)
- 2b. Define business description and briefly explain the essential consideration for preparing business description (9.5 marks)
- 3a. What do you understand by 'location of business'? and what are the situational forces in the study of a location according to Hoover (1963) (10 marks)
- 3b. What are the factors to be considered in selecting a business location? (7.5 marks)
4. Explain the following terms:
 - i. Production plan (3.5 marks)
 - ii. Marketing plan (3.5 marks)
 - iii. Venture plan (3.5 marks)
 - iv. Risk mitigating plan (3.5 marks)
 - v. Financial plan (3.5 marks)