

FACULTY OF MANAGEMENT SCIENCES

JANUARY 2018 EXAMINATION

EXAM QUESTION

COURSE CODE: ENT 302

CREDIT UNIT: 2

COURSE TITLE: FEASIBILITY AND BUSINESS PLANNING

TIME ALLOWED: 2 HOURS

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

QUESTION 1

- a. State 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. Outline the importance of feasibility study (5 marks)

QUESTION 2

Explain what you understand by 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 3

- 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 4

Explain briefly all the basic reasons for failure of marketing plan. (20 marks)

QUESTION 5

- 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)

