



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**JANUARY 2018 EXAMINATION**  
**EXAMINATION QUESTIONS**

**Course Code:** ENT 305 **Credit Unit:** 2

**Course Title:** BUSINESS OPPORTUNITY SCOUTING AND EVALUATION

**Time Allowed:** 2 <sup>1</sup>/<sub>2</sub> 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**

1a. Define business idea and list the major characteristics of a business idea. (15 marks)

1b. Differentiate between business idea and business opportunity. (15 marks)

2a. List and discuss the three conditions a success business idea must meet. (10 marks)

2b. List 5 sources of ideas . (10 marks)

3a. List and discuss the various elements that can be used to turn a business idea into a business opportunity. (10 marks)

3b. Explain the holistic management approach. (10 marks)

4a. Explain the steps to evaluating business opportunity (10 marks)

4b. Define swot analysis. (10 marks)

5a. Discuss 5 problems faced by entrepreneurs. (10 marks)

5b. List and describe any 4 management techniques and how they can be applied. (10 marks)