



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2022_2 EXAMINATION

Course Code: ENT 302

Course Title: FEASIBILITY & 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

Write short notes on any four (4) of the following

1. Financial plan (5 marks)
2. Marketing plan. (5 marks)
3. Venture Plan (5 marks)
4. Risk Mitigating Plan (5 marks)
5. Production Plan. (5 marks)

Question 2

- 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 3

Explain the concept of Cost of Capital.

Explain the major reason why investors may want to know the cost of capital in making the right investment decisions. (20 marks)

Question 4

State and explain briefly all the basic reasons why marketing plan fail. (20 marks)