

Course Code: ENT 302

Course Title: FEASIBILITY AND 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

- a. Briefly describe 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. What is the importance of feasibility study? [5 marks]

Question 2

- 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 3

Explain 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 4

- 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 5

Explain briefly all the basic reasons for failure of marketing plan. [20 marks]

-
- d. List eight (8) distinct scopes of Environmental Health Economics (8marks)
- 3c. List four (4) categories of people that could take roles in the Health care according to World Health Organization. (8 marks)
- 3d. Outline four (4) important concepts in Health care financing (4marks)