



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2024 1 EXAMINATION**

**Course Code:** ENT 305  
**Course Title:** Business Opportunity Scouting and Evaluation  
**Time Allowed:** 2 Hours **Credit Units:** 2  
**Instructions:** Answer three questions, but No. 1 is compulsory

**QUESTION ONE (COMPULSORY)**

- i. Discuss the role of intellectual property rights in evaluating business opportunities.
- ii. How can a feasibility study be conducted to evaluate the viability of a business opportunity?
- iii. Explain the potential role of innovation in identifying and evaluating business opportunities.

**QUESTION TWO**

What are the potential cultural and social factors that should be considered when evaluating business opportunities in a global context?

**QUESTION THREE**

Discuss the potential roles of government policies and regulations in influencing business opportunity evaluation.

**QUESTION FOUR**

How can a competitive analysis be conducted to assess the strengths and weaknesses of competing business opportunities?

**QUESTION FIVE**

Expatiate on the roles of sustainability and environmental considerations in evaluating business opportunities.