



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

COURSE CODE: ENT 826

CREDIT UNIT: 2

COURSE TITLE: COOPERATIVE ENTREPRENEURSHIP

TIME ALLOWED: 2 HOURS

INSTRUCTION:

- a. **Indicate your matriculation number clearly**
- b. **Answer question 1 and any other 3 questions.**
- c. **Question one carries 25 marks and is compulsory and while any other question carries 15marks. With total of 70 marks**
- d. **Present all your points in coherent and orderly manner**

In the mid-1990s, at least one newspaper company, the now-defunct Knight-Ridder chain, created the prototype for a tablet newspaper that very much resembles the present-day iPad. A 1994 video titled "The Tablet Newspaper: A Vision for the Future" shows off the design of a futuristic newspaper designed at the Knight Ridder Information Design Lab in Boulder, Colorado. The video went viral in 2011 after it was posted on YouTube and numerous websites and blogs. The person behind the tablet vision, Roger Fidler, had even published an essay describing a tablet future as far back as 1981. The Knight-Ridder lab shared a wall with its neighbor Apple, with executives swapping ideas and visitors. The newspaper company, focused on content creation and not the hardware side, decided to not patent its tablet design and scrapped the project because screens took too much energy, and it was too expensive.

1. Using the components of a feasibility study, consider how the newspaper company would stack up on go-or-go decisions for each component of the feasibility study? **(25 Marks)**
2. How did the newspaper company in the 1990s fare in terms of management prowess, resource capabilities, financial viability, and market analysis? **(15 Marks)**
3. Do you think the newspaper made a wise decision to abandon the project when it did? Why or why not? **(15 Marks)**

Pretty Young Professional, discussed in **The Business Plan**, failed because of disagreements among its four founders that emerged shortly after launch.

4. If you were to launch the venture today, outline what steps you would need to take in formulating a business plan **(15 Marks)**
5. What do you think the total addressable market would be, which industry. **(15 Marks)**