



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2024\_2 EXAMINATION**

**COURSE CODE:** ENT 302 **CREDIT UNIT:** 2  
**COURSE TITLE:** FEASIBILITIES AND BUSINESS PLANNING  
**TIME ALLOWED:** 3 HOURS  
**INSTRUCTION:** a. Indicate your matriculation number clearly  
b. Answer Question one and any other two questions  
c. Question one is compulsory and carries 30 marks each. While others 20mark each  
d. Present all your points in coherent and orderly manner

A small business owner is considering starting a new product line. They have done market research and found that there is a demand for the new product line. They have also developed a business plan and hired the right person to help them run their business. Now, they are ready to start marketing the new product line.

**1. Describe the ways to marketing a new product line. (30 Marks)**

A small business owner is considering selling their business. They have been in business for 10 years and have built a successful company. They are considering selling the business because they are ready to retire.

**2. What are some factors that the business owner should consider when selling their business?(20 Marks)**

A small business owner is considering starting a new business. They have an idea for a product or service that they think will be successful, but they are not sure if there is a market for it.

**3. What are some of the things that the business owner can do to assess the feasibility of their idea? (20 Marks)**

A small business owner is developing a business plan. They have already included information about their product or service, their target, and their marketing strategy.

**4a. What are some of the other things that the business owner should include in their business plan? (10 Marks)**

A small business owner is considering raising capital to fund their expansion. They have already approached a few banks, but they have been unsuccessful.

**4b. What are some of the other ways that the business owner might be able to raise capital? (10 Marks)**

A small business owner is considering selling their business. They have been in business for 10 years and have built a successful company. They are considering selling the business because they are ready to retire.

**5. What are some of the things that the business owner should do to prepare their business for sale? (20 Marks)**