



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

Course Code: ENT 305 **Credit Units:** 2
Course Title: Business Opportunity Scouting and Evaluation
Time Allowed: 2 Hours
Instructions: Answer three questions in all, question 1 is compulsory

QUESTION ONE (COMPULSORY)

- i. Explain the concept of value proposition and its relevance to business opportunity evaluation.
- ii. What are the key components of a business model, and the impact on opportunity evaluation?
- iii. Discuss the significance of timing in seizing business opportunities.

QUESTION TWO

- i. How can networking and industry connections help in identifying business opportunities?
- ii. Describe the role of entrepreneurship in recognizing and evaluating business opportunities.

QUESTION THREE

Analyze the legal and regulatory factors that should be considered when evaluating a business opportunity?

QUESTION FOUR

Elucidate the concept of competitive advantage and its relevance to business opportunity evaluation.

QUESTION FIVE

Expatiate on the potential ethical considerations involved in evaluating business opportunities.