



**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.