



**NATIONAL OPEN UNIVERSITY OF NIGERIA**

Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja

**FACULTY OF MANAGEMENT SCIENCES**

**2025\_2 EXAMINATIONS**

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**COURSE CODE: ENT 302**

**CREDIT UNIT: 2**

**COURSE TITLE: FEASIBILITY AND BUSINESS PLANNING**

**TIME ALLOWED: 2 HOURS**

**Instructions:** 1. Attempt question number one (1) and any other (2) questions.  
2. Question number 1 carries 30 marks, while the other questions carry 20 marks each.  
3. Present all your points in coherent and orderly manner.

- 1a. Briefly discuss a Marketing Plan and what are the basic characteristics of an effective marketing plan? (10 marks)
- b. What are some of the basic reasons for failure of marketing plan which can be controlled by entrepreneurs? (10 marks)
- c. What are the issues on which some goals and objectives may be established for a new firm. (10 marks)
2. Mention and explain the necessary measures for assessing the progress of a business plan. (20 marks)
3. What do you understand by a feasibility Study and what areas of business operations are been considered when analysing a feasibility study? (20 marks)
4. Outline and explain in detail the Steps involved in Preparing the Marketing Plan. (20 marks)
5. How does an Entrepreneur source for funds internally? (20 marks)