



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2025\_1 EXAMINATION...**

**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. Mention the advantages of using equipment leasing in financing a new venture. (10 marks)

b. Mention and discuss the various sources available for financing a new business venture. (10 marks)

c. Discuss the introductory page component of a business plan (10 marks)

2a. Highlight the notable benefits of a business plan. (10 marks)

b. What are the main components of Cash outflows that you know. (10 marks)

3a. Mention and explain the two types of linkage effects of a project. (10 marks)

b. Enumerate the Steps involved in Economics Analysis (10 marks)

4. Outline and explain the essential areas of a business plan. (20 marks)

5. Write brief notes on the following:

- I. Promotion
- II. Distribution
- III. Pricing
- IV. Product or Service
- V. Marketing Strategy and Action Programs (20 marks)