



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2025\_2 EXAMINATIONS**

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**COURSE CODE: ENT 826**

**CREDIT UNIT: 2**

**COURSE TITLE: COOPERATIVE ENTREPRENEURSHIP**

**TIME ALLOWED: 2 HOURS**

- INSTRUCTION:**
- a. **Indicate your matriculation number clearly**
  - b. **Answer 1 and any other 3 ALL questions.**
  - c. **Question one carries 25 marks and is compulsory and while any other question carries 15marks. With total of 70 marks**
  - d. **Present all your points in coherent and orderly manner**

As youth programs face severe budget cuts, many youth sports organizations respond by raising their fees, which shifts the costs to families. Good Sports was founded in 2003, to tackle this problem by providing new equipment, footwear, and apparel to those most in need. The organization's addressable markets include children ages five to eighteen living in low-income households, as defined by poverty data, and participating in youth sports in top fifty metropolitan service areas. This Boston-based organization has plans to expand from its three existing markets in Dallas, Chicago, and Boston to seven total markets by 2023 with a goal to serve 600,000 kids by that target date.

**1.** Discuss would a customer empathy map look like for Good Sports' target user? What about its target customer segment? Would it or should it differ in differing market? Is the Boston area user any different from say, an Atlanta, user? **(25 Marks)**

**2** **Discuss** its social mission, what are some impact measures Good Sports could use to gauge success and impact? **(15 Marks)**

Founded in 2013 primarily as a coding boot camp, Tech Talent South offers both part-time and full-time courses on topics like Ruby on Rails and Big Data Analytics. Most of the camp's programs are run out of cooperative working spaces and temporary locations throughout the cities it has a presence in. The primary focus of the Atlanta-founded and now North Carolina-based company as branded in the name was on coding in the South, but the company to date has expanded to eleven markets with plans to expand even more. The founder, Betsy Idilbi, jokes that she wouldn't have named the company Tech Talent South if she had known its full potential and growth, including being plugged into the entrepreneurial ecosystem in places such as Columbus, Ohio. The company even has offices in the northeastern city of Hartford, Connecticut.

**3a.** Could a feasibility analysis have helped Betsy from the start? **(5 Marks)**

**3b.** The Company has expanded its business to offer corporate trainings at existing companies, rather than teaching classes directly to student enrollees. How would you identify a new potential market for Tech Talent South to enter? **(10 Marks)**

**4. What could be done with its existing business? (15 Marks)**

**5. How would you advise the company on making go-or-no-go decisions for entering new markets? (15 Marks)**