



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
EXAMINATIONS 2019_2
EXAM QUESTIONS

COURSE CODE: ENT 302

CREDIT UNIT: 2

COURSE TITLE: FEASIBILITY AND BUSINESS PLANNING

TIME ALLOWED: 2 HOURS

Instruction: 1. Attempt question number one (1) and any other two (2)

2. Question number one (1) is compulsory and attracts 30 marks, while any other two questions attract 20 marks each

3. Present your answers any points in a clearly and orderly manner

Question One

List and explain:

- (a) The important considerations in the choice of an optimal location of a project. (10 marks)
- (b) Factors influencing location of a project near the market for the finished products.(5marks)
- (c) Four sources of information for a feasibility study. (15 marks)

Question Two

(a) Enumerate and explain the various areas in business operation that must be considered by a business plan. (15 marks)

(b) Define the concept of a “production plan” and explain why it is necessary in a manufacturing operation. (5 marks)

Question Three

(a) Explain what an optimal location is all about. Enumerate and explain the locational forces which must be analysed in the determination of an optimum location. (15 marks)

(b) List and describe the five necessary planning activities in management and production. (5 marks)

Question Four

(a) Explain the concept of feasibility study. (6 marks)

(b) Enumerate and explain the various business requirements needed to be addressed by a feasibility study. (14 marks)

Question Five

(a) Explain what business description is all about. (6 marks)

(b) Enumerate and explain the essential areas to be emphasized in the preparation of a business description. (14 marks)