



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91,CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**

**FACULTY OF MANAGEMENT SCIENCES**

**2020\_2 EXAMINATION...**

COURSECODE: ENT302

COURSE TITLE: FEASIBILITIES AND BUSINESS PLANNING

TIMEALLOWED: 2HRS

- INSTRUCTIONS:
1. Indicate your Matriculation Number clearly
  2. Attempt questions one (1) and any other two (2) questions. Three (3) questions in all
  3. Question one (1) is compulsory and carries 30marks, while the other questions carry 20 marks each.
  4. Present all your points in coherent and orderly Manner

1a. What is feasibility study and elaborate its importance (5marks)

1b.i. mention 5 areas of business operation (5marks)

1b.ii. Mention what any of the two listed above involves (10marks)

1c. Mention not less than five importance of feasibility study (10marks)

2a. Mention various aspects of feasibility studies (8marks)

2b. list nothing less than 5 sources of feasibility studies (7marks)

2c. State 4 advantages of feasibility studies (5marks)

3a. write short note on information need for a feasibility study (10marks)

3b. write short note on market information (7marks)

3b.ii. mention 3 areas of need for generating information on operations. (3marks)

4a. what is a business description (3marks)

4b. mention 3 areas of need for generating information towards ensuring profitability of a new venture (3marks)

4c.i. write short note on description of the venture (7marks)

4c.ii. Mention and explain four (4) areas of a business description (7marks)

5a. write short note on the location of a business (8marks)

5b. mention and explain five (5) factors to consider in choice of location of a business (10marks)

5c. mention 2 factors influencing location near source of raw materials. (2marks)