



FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF TOURISM STUDIES  
SEPTEMBER, 2020\_1

Course Title: CONCEPT, DESIGN AND FEASIBILITY

Course Code: TSM 342

Course Unit: 2

Time Allowed: 2: 00hrs

**Instruction: Answer any three (3) Questions (All questions carry equal marks)**

**Question One (1)**

- 1(a). Explain the necessary ingredients you need to consider when writing a very good and eye-catching business plan (10 marks)
- 1(b). Highlight the logical sequence of information to follow when designing a good business Plan (13 marks)

**Question Two (2)**

Expatiate in details, the features of feasibility report (23 marks)

**Question Three (3)**

- 3(a). What is a project? How does a project differ from a programme? (5 marks)
- 3(b). Discuss the processes involved in the planning and management of a known project. (10 marks)
- 3(c). Enumerate the basic elements of any project. (8 marks)

**Question Four (4)**

- 4(a). What is the importance of measurement of cash flow? (8 marks)
- 4(b). Discuss the principal methods of estimating costs. (12 marks)
- 4(c). Briefly state the importance of Cost-Benefit Analysis (3 marks)

**Question Five (5)**

- 5(a). Elucidate on the factors to be considered when estimating operating and maintenance costs. (12 marks)
- 5(b). Discuss the importance of cash budgeting (9 marks)
- 5(c). What is Cash Flow Forecast? (2 marks)