PAN AFRICA CHRISTIAN UNIVERSITY

DENT 0134: ENTREPRENEURIAL FEASIBILITY ANALYSIS.

END OF TERM EXAMINATION, NOVEMBER. 2017.

ROYSAMBU CAMPUS – EVENING.

Read all the questions carefully. Answer QUESTION ONE (40) MARKS) and ANY OTHER FOUR questions.(15 MARKS EACH) Time: Three Hours.

QUESTION ONE

(a) Compare and contrast a feasibility analysis and a business plan. **(14 Marks)**

(b) Explain two purposes of a product or service feasibility analysis. **(6 Marks)**

(c) Define a focus group and explain its purpose in feasibility analysis **(5 Marks)**

(d) Explain by giving five reasons why assessing the market size for a new business is a tricky but critical part of a feasibility analysis. **(15 Marks)**

QUESTION TWO.

(a) Outline five characteristics of successful entrepreneurs **(5 Marks)**

(b) One of the most effective ways to gauge the viability of a product is to build a prototype of it.

- **i.** Giving examples, explain how it works **(5 Marks)**
- **ii.** Explain its usefulness to the entrepreneur. **(5 Marks)**

QUESTION THREE.

(a) Discuss any three forces of Porter's Five Forces Model **(12 Marks)**

(b) Describe a market niche. **(3 Marks)**

QUESTION FOUR

(a) Explain how you would conduct primary and secondary research **(6Marks)**

(b) Discuss the three general principles that you apply in order to estimate the sales or revenue that your business will generate. **(9 Marks)**

QUESTION FIVE

(a) Distinguish between Direct and Indirect competition **(6 Marks)**

(b) Juma is an entrepreneur who is looking for a suitable location for a supermarket business. Advise him on three factors to consider when selecting a business location. **(9 Marks)**

QUESTION SIX

(a) Briefly discuss three product pricing approaches **(6 Marks**

(a) If your market assessment and financial analysis lead you to believe that your new business idea has potential, explain three main pitfalls you would need to avoid. **(9 Marks)**