PAC UNIVERSITY

DENT0134: ENTREPRENEURIAL FEASIBILITY ANALYSIS EXAM
ONLINE
AUGUST 2022

QUESTION 1 ***COMPULSORY*** ***(10 MARKS)***

(a) Jared came up with a concept test before coming up with a certain product. Explain **THREE** purposes of this test. **(3 Marks)**

(b) As a potential entrepreneur, discuss **THREE** benefits of conducting a feasibility analysis before venturing in a business. **(3 Marks)**

(c) Explain **TWO** types of approaches to financial forecasting. **(4 Marks)**

QUESTION 2 ***(10 MARKS)***

(a) The strength of rivalry among established firms within an industry is a function of a number of factors. Explain any **FOUR** of these factors. **(4 Marks)**

(b) Discuss, with relevant examples, the following components of product/service feasibility analysis:

(i) Product/Service Desirability; **(3 Marks)**

(ii) Product/Service Demand. **(3 Marks)**

QUESTION 3 ***(10 MARKS)***

(a) Explain **TWO** components of an organizational feasibility analysis. **(4 Marks)**

(b) As an entrepreneur, discuss how you would apply the following forces by Michael Porter in your business;

(i) Risk of entry by potential competitors; **(3 Marks)**

(ii) Threat of Substitute products. **(3 Marks)**

QUESTION 4 ***(10 MARKS)***

(a) As an entrepreneur, explain **FOUR** items that are normally included in the financial analysis as part of feasibility analysis. **(4 Marks)**

(b) As a potential entrepreneur, explain **THREE** ways as to how you would source for finances for your start up. **(6 Marks)**

QUESTION 5 ***(10 MARKS)***

(a) Differentiate between Fixed costs and Variable costs and provide an example of each. **(4 Marks)**

(b) Discuss **TWO** components of a target market feasibility analysis. **(6 Marks)**

QUESTION 6 ***(10 MARKS)***

(a) Discuss the following concepts as they are used in Organizational Feasibility;

(i) Management Prowess; **(2 Marks)**

(ii) Resource Sufficiency. **(2 Marks)**

(b) Neema carried out Financial Forecasting for her business. Explain **THREE** benefits of this type of forecasting. **(6 Marks)**

<u>End of Exam</u>