



END TERM EXAMINATION-ONLINE

DEPARTMENT: BUSINESS

COURSE CODE: DENT 0134

COURSE TITLE: ENTREPRENEURIAL FEASIBILITY ANALYSIS.

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS {10 MARKS EACH}

QUESTION ONE COMPULSORY {10 MKS}

- a) Outline **two** ways of opportunity recognition for a possible business venture **(2mks)**
- b) Kata a potential entrepreneur had a very brilliant idea and before he began his business, he decided to call his longtime friend Joseph who was in another country and was running a very successful a business to inform of about his business idea. After a lengthy conversation, Joseph advised Kata to carry out a feasibility study. Explain **four** reasons Joseph had for such an advice **(8mks).**

QUESTION TWO **{10 MKS}**

- a) Outline **four** characteristics of an attractive market **(4mks)**
- b) Explain **three** benefits of first mover businesses **(6mks)**

QUESTION THREE **{10 MKS}**

- a) When identifying your target market, outline some of the information you would require regarding your potential customers **(4mks)**
- b) Explain **three** reasons why you need to analyze your competitors before venturing in business **(6mks)**

QUESTION FOUR **{10 MKS}**

- a) Outline **two** components of feasibility study other than Organizational and Financial analyses **(2mks)**
- b) Discuss **four** aspects you would look for in a founder of business when doing an organizational analysis **(8mks)**

QUESTION FIVE **{10 MKS}**

- a) Outline **four** primary research tools **(4mks)**
- b) As a new entrant to an industry of your choice, explain **three** factors you would consider which would make the time to enter your desired industry favorable **(6mks)**

QUESTION SIX **{10 MKS}**

- a) State **four** non-financial resources that may be critical to the successful launch of a new business **(4mks)**
- b) Explain **three** advantages of feasibility study to an entrepreneur **(6mks)**