



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
EXAMINATION 2019_2
EXAM QUESTIONS

COURSE CODE: ENT 883

COURSE UNIT: 3

COURSE TITLE: SMALL BUSINESS MANAGEMENT

TIME ALLOWED: 2 1/2 HOURS

Instruction: 1. Attempt question number one (1) and any other three (3)

2. Question number one (1) is compulsory and attracts 25 marks, while any other three(3) questions attract 15 marks each

3. Present your answers to each question in a clear and orderly manner

Q1a objectives of process design and facility layout is not an intellectual exercise, it assists in the energies, mobilises resources of the organization for effective action. Critically enumerate the objectives of process design and facility layout?

1b.Types of small business are often a product of their various activity groupings in the economy. Illuminate this statement. **(25marks)**

2 a. Elaborate briefly on the criteria that distinguish a small business from a big business.

b. The Economic plan unlike the financial plan considers projects from a macro-economic view point as opposed to a micro view point. Amplify this statement. **(15marks)**

3. In setting up a manufacturing facility, what standard requirements should the entrepreneur understand for efficient manufacturing operations? **(15marks)**

4. “All business must serve their customers in some ways if they are to survive”. Discuss fully the dimensions of service quality. **(15marks)**

5a. Highlight clearly the area of concern of your company’s operations manager

b. Think of your favourite business, if you were going to start up small business to serve people with this same business. In your own opinion why do you think people go into business? **(15marks)**

6. A standard marketing plan should state the market size of the product or service in question. Amplify this statement. **(15marks)**