



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES EXAMINATION**  
**2020\_2 EXAMINATION...**

**COURSE CODE: ENT 883**

**COURSE UNIT: 3**

**COURSE TITLE: SMALL BUSINESS MANAGEMENT**

**TIME ALLOWED: 2½ HOURS**

**INSTRUCTION(S): (i) Attempt Question ONE and any other THREE questions of your choice.**

**(ii) Question (1) is compulsory and carries (25marks) while other Questions are (15marks) each**

**(iii) Present your answer legibly and logically using relevant examples**

**Q1a.** Validate the argument that small business is not so easy to define. What factors distinguish a small business from a large business?

**b.** Economical plan unlike the financial plan considers projects from a macro-economic view point as opposed to a micro view point. Amplify this statement.

**c.** Discuss fully the dimensions of service quality.

**25marks**

**2a.** What objectives does process design and facility layout seeks to achieve?

**b.** Identify the common accounting books and record of the small business firms explain their relevance.

**15marks**

**3a.** Highlight clearly the area of concern of your company's operations manager

**b.** Why in your own opinion do you think people go into business? **15marks**

**4a.** Comment briefly on the criteria that distinguish a small business from a big business.

**b.** A standard marketing plan should state the market size of the product or service in question. Illuminate this statement.

**15marks**

**5a.** Some small businesses is often a product of their various activity groupings in the economy. Throw more light on this statement.

**b.** In the advent of setting up a business entity, an entrepreneur is charge with meeting up with standard requirement to meet up with optimal production. Explain the standard requirement needed by an entrepreneur for efficient manufacturing process?

**15marks**

**Q6a.** What does the staffing function of an entrepreneur involves? How is it approached?

**b.** Who is an entrepreneur? What does he do and why is he different from other species of business man and women?

**15marks**