



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2022\_1 EXAMINATIONS**

**Course Code: ENT 807**

**Course Title: Entrepreneurial Business Forecasting**

**Credit Unit: 2**

- Instructions:**
- 1. Indicate your Matriculation Number clearly**
  - 2. Attempt Question 1 and any other two (2) questions**
  - 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each**
  - 4. Present all your points in coherent and orderly manner**

**Time Allowed: 2 Hours.**

Edishadex PLC is a leading manufacturing company with various departments in Lagos, Nigeria.

1a. Describe the role of Material Forecasting in Edishadex management. **(15marks)**

1b. Mention the merits and demerits of Material Forecasting in the operations of Edishadex.  
**(15marks)**

2a. Explain the term profit forecasting and Joel Dean's three approaches to profit forecasting.  
**(10marks)**

b. Highlight factors influencing the Customer Demand Life Cycle. **(10marks)**

3a. Describe the steps that you would use to develop a forecasting system? **(10marks)**

b. Enumerate the advantages of computer application in business forecasting. **(10marks)**

4. Calculate the forecast sales for four months and six months using the moving average method with the data below. **(20marks)**

<b>PAST</b>	<b>SALES</b>	<b>FORECASTS</b>	<b>PRODUCED USING</b>
Month	Actual Sales Volume (units)	4-monthly Moving Moving Average	6-monthly Moving Moving Average
January	800		
February	760		
March	880		
April	860		
May	840		
June	860		
July	880		
August	900		
September	920		
October	960		
November	920		
December	980		
January	1000		