



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2022_2 EXAMINATION

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)**

PAST	SALES	FORECASTS	PRODUCED USING
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		