



NATIONAL OPEN UNIVERSITY OF NIGERIA  
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA  
FACULTY OF MANAGEMENT SCIENCES  
2023\_1 POP EXAMINATION

COURSE CODE: ENT 414

CREDIT UNIT: 2

COURSE TITLE: VENTURE CREATION AND GROWTH

TIME ALLOWED: 3 HOURS

Instruction: 1. Attempt question number one (1) and any other two (2)

2. Question number one (1) is compulsory and attracts 30 marks, while any other two questions attract 20 marks each
3. Present your answers any points in a clearly and orderly manner

Question One (1): Business growth has been a terminology that has dominated the management field where it became important in a business environment, diagrammatically represent the stages of growth of a business with explanation.

Question Two (2)

- a. There are several definition of Entrepreneurship by several school of thoughts, in line with that, define Entrepreneurship from psychologist view point
- b. There is skill which an intending entrepreneur needs to have or acquire to be successful. list any four (4) skills which would adequately prepare an entrepreneur for venturing into a business
- c. Different form of business venture exist in a business environment, but Sole Proprietorship and Partnership are more noticeable, give 4 differences between a sole proprietorship and a partnership in a business cycle?

Question Three (3): As an entrepreneur it is important to understand the various marketing mix variable which are important for their growth. Discuss the four marketing mix variables

Question Four (4): Business growth and failure is a generally known area of great concern in a business environment. Discuss five general problems of growth and failure in business