



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

COURSE CODE: ENT 801

CREDIT UNIT: 2

COURSE TITLE: Business Planning for Entrepreneurial Growth

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

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

Question 1: As an entrepreneur who is charge with knowing what business plan is. A business plan is a written summary of an entrepreneur's proposed business venture, its operational and financial details, its marketing opportunities and strategy, and its managers' skills and abilities. Craft the template for a winning business plan? 30 Marks

Question 2

Briefly discuss the three tests which potential lenders and investors expect a business plan to pass in order to meet their financing. **20 Marks**

Question 3

You have been invited by rice farmers association of your state to present a paper on the "Criteria bankers use in evaluating the credit worthiness of loan applications popularly called 5 Cs of credit". Critically present your draft for vetting? **20 Marks**

Question 4

After drafting a business plan, the job of an entrepreneur is not completed if the presentation to the target lenders and investors is poorly done. Demonstrate clearly ten (10) points an entrepreneur must be abreast with for successful presentation. **20 Marks**