



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2023 2 EXAMINATIONS

COURSE CODE: ENT 305

CREDIT UNIT: 2

COURSE TITLE: BUSINESS OPPORTUNITY SCOUTING AND EVALUATION

TIME ALLOWED: 2HOURS

- Instruction:**
1. Attempt question number one (1) and any other two (2)
 2. Question number one (1) is compulsory and attracts 30marks, while any other two questions attract 20 marks each
 3. Present your answers to each question in a clear and orderly manner

Question 1

- a) Discuss extensively the concept of business and its characteristics *[5 Marks]*
- b) Identify and explain the characteristics of business *[10 Marks]*
- c). Identify the types of business existing within the Nigeria economy *[10 Marks]*
- d). Mention and discuss the obligations of business *[5 Marks]*

Question 2

- a). An opportunity is regarded as one after it has been found to meet some criteria. Identify the criteria that must be met. *[10 Marks]*
- b). State the conditions a successful business enterprise must meet *[10 Marks]*

Question 3

Ray (2015) identified the five steps to evaluating business opportunity. Briefly discuss *[10 Marks]*

- b). Discuss extensively the concept of creative entrepreneurship? *[10 Marks]*

Question 4

- a) Identify and explain the internal problems that will affect an entrepreneur *[10 Marks]*
- b). Discuss extensively the new public management *[10 Marks]*

Question 5

- a). Discuss briefly the concept of total quality management *[10 Marks]*
- b). Entrepreneurs have begun and failed at new businesses. Identify the guidelines for evaluating business opportunities *[10 Marks]*