



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2023_2 EXAMINATIONS

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 three (3)

- 2. Question number one (1) is compulsory and attracts 25 marks, while any other three questions attract 15 marks each**
- 3. Present your answers any points in a clearly and orderly manner**

Question One (1a): As an entrepreneur, describe the various ways by which a would be entrepreneur can possibly start a business?. (25marks)

Question Two (2) As a prospective entrepreneur, there are several characteristics an entrepreneur is to possess. Give ten characteristics of an entrepreneur and explain five. 15marks

Question Three (3): As an entrepreneur it is important to understand the various marketing mix variables which are important for their growth. Discuss the four marketing mix variables (15marks)

Question Four (4): as an entrepreneur, there are major driving forces of an entrepreneur.. Discuss

(15 marks)