

NATIONAL OPEN UNIVERSITY OF NIGERIA 91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA FACULTY OF MANAGEMENT SCIENCES 2020 1 EXAMINATION

COURSE CODE: ENT303 CREDIT UNIT: 3

COURSE TITTLE: Small Scale Business Management

TIME ALLOWED: 2 1/2 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
- **Q1a.** Financial ratios are the most common and widespread tools used to analyze a business financial standing. What is a financial ratio? What purposes does it serve?
- **b.** Pinpoint and explain the components that help define information systems
- **c.** Discuss fully, the typology of budgetary system.

(25 marks

- **Q2.** Discuss fully, the alternative pricing methods most commonly used by Small scale Businesses in your state. (15 marks)
- Q3. What are the steps involved in the strategic marketing planning process? (15 marks)
- **Q4.** What challenges plaque Small Scale Business Enterprise in the Nigeria business environment? (15 marks)
- **Q5.** Define Planning as a Management Function. Why must a small business plan? (15 marks)
- **Q6.** The characteristics of strategic management decisions vary with the level of strategic activity considered. Amplify this statement. (15 marks)