



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

COURSE CODE: ENT 407

CREDIT UNIT: 2

COURSE TITLE: Entrepreneurship Development

TIME ALLOWED: 2 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**

- Q1a.** Who is an entrepreneur and how would you define entrepreneurship? Comment on what you think are the basic characteristics of an entrepreneur.
- 1b.** Define the following marketing terms: i) Marketing management; ii) Relationship Marketing; iii) Market
- 1c.** Define strategic planning and explain its core areas. (30 marks)
- Q2.** The life-blood of corporate success is bringing new products to the marketing place. What is: i) A product? ii) A new product iii) Classification of new products (20 marks)
- Q3.** Define forecasting and comment briefly on divisions of a forecast. (20 marks)
- Q4** The skills required of the youth for starting and managing a successful enterprise are multifarious. Highlight these skills, commenting briefly on each. (20 marks)
- Q5.** A good feasibility or business plan must be systematic and integrates market, finance, production and human resources. Substantiate this fact. (20 marks)