



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

COURSE CODE : ENT 414

CREDIT UNIT : 2

COURSE TITLE: VENTURE CREATION AND GROWTH

TIME ALLOWED: 2 ½ 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 to each question in a clear and orderly manner

Question 1

1. a) Company and organization emphasize the importance of marketing, in line with the above define marketing, list and explain marketing philosophies. 15marks

b) An environmental scanning is crucial before a decision is made on where a business enterprise site can be located. Elucidate. 10marks

2) The decision to startup business alone or partner with other. Describe what necessitate one's decision. 15marks

3. What are the determinant factors in choosing a particular product and a market before venturing into business enterprise? 15marks

4. a) When you would like to start a small business you need to identify the various forms of small business organizations. Name and explain any two of them. 10marks

4b. Small Business do spring up every now and then, as an entrepreneur explain why does a small business organization have to concern itself with law? 5marks

5. Enumerate the various accounting records that are kept in a business venture. Explain any five. 15marks