



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 TITLE: 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)