



**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