



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_2 EXAMINATION

Course Code: ENT701

Course Title: ENTREPRENEURSHIP DEVELOPMENT

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other 2 questions**
- 3. Question 1 carries 30marks while others 20 marks each**
- 4. Present all your points in coherent and holistic manner**

Time Allowed: 2 Hours

QUESTIONS

1a. Entrepreneurship development has just been given light in recent time by most developing nation. As a prospective entrepreneur, do you think entrepreneurship have any history? **30 Marks**

2. Enumerate and explain six steps involved in New Product Development. **20 Marks**

3 a. Briefly unpack how skills can be acquired.

b. What is Planning?

c. What are the features of Planning? **20 Marks**

3. What is the term Marketing Management?

b. Outline and explain the underlying concepts of Marketing. **20 Marks**

4 What are the salient obstacles that bedeviled rapid entrepreneurial development in Nigeria? **20 Marks**