



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2021\_2 EXAMINATION<sup>EST</sup>**

**COURSE CODE: ENT 804**

**CREDIT UNIT: 2**

**COURSE TITLE: BIOGRAPHICAL STUDIES OF ENTREPRENEURIAL THINKERS  
AND GIANTS**

**TIME ALLOWED: 3 HOURS**

- INSTRUCTIONS:**
- 1. Indicate your Matriculation Number clearly**
  - 2. Attempt question one (1) and any other two (2) questions**
  - 3. Question one (1) is compulsory and carries 30marks, While the other questions carry 20marks each.**
  - 4. Present all your points in coherent and orderly Manner**

**Question 1**

- From the story of Microsoft and Apple rivalry, how does an entrepreneur maintain healthy competition? **(15marks)**
- Mention and explain attributes portrayed by Bill Gates which helped him succeed in his venture **(15marks)**

**Question 2**

- An entrepreneur is someone who recognises opportunities which is not privy to others. Using the Dell story, discuss the importance of opportunity identification. **(10marks)**
- Richard Branson suffered from severe health challenges in his younger age but this did not deter him from achieving success. Discuss how he was able to surmount this challenge. **(10marks)**

**Question 3**

- Discuss in detail the driving force towards Mark Cuban establishment of his own business. **(10marks)**
- Identify the lesson entrepreneur can learn from Mark Cubans biography. **(10marks)**

**Question 4**

- Mention and discuss briefly two lessons that can be learnt from Patrice Motsepe entrepreneurial journey for an entrepreneur who wishes to go into mining. **(10marks)**
- How can an entrepreneur maximize risk based on J.Paul Getty biography. **(10marks)**

**Question 5**

- Describe how the story of Isabella Dos Santos's can act as a driving force for female entrepreneurs in achieving greatness considering the challenges she faced. **(10marks)**
- Discuss how Li Ka Shing was able to build a successful empire for himself. **(10marks)**