



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**

**FACULTY OF MANAGEMENT SCIENCES**

**2021\_2 EXAMINATION<sup>4567</sup>**

**COURSE CODE: ENT 807**

**CREDIT UNIT: 2**

**COURSE TITLE: Entrepreneurial Business Forecasting**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS:**

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt questions one (1) and any other two (2) questions. Three questions in all**
- 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**

**ENTREPRENEURIAL BUSINESS FORECASTING**

**Question (1).**

The growing competition, rapidity of change in circumstances and the trend towards automation demand that decisions in business are not to be random guess work rather, on careful analysis of data concerning the future course of events. Forecasting aims at reducing the areas of uncertainty that surround entrepreneurial decision making with respect to costs, profit, sales, production, pricing, capital investment and so forth. Freely recommend some qualitative and quantitative forecasting techniques for Nigerian entrepreneurs? **30 Marks**

**Question 2**

Entrepreneurial forecasting provides key information and pertinent facts relating to the future. It is essentially a technique of anticipation. However, despite the pervasiveness of forecasting in every aspect of business, most ventures don't make it to the fifth anniversary. What are the limitations of forecasting? **20 Marks**

**Question 3:**

Forecasting is a systematic estimation of future events with the help of in-depth analysis of past and present events. As a result, planning cannot be done without forecasting. Thus, forecasting is the projection of conditions in the environment in which plans operate. What are the essences of forecasting? Answer: **20 Marks**

**Question 4:** In choosing a suitable business forecasting technique, what are the contextual factors the forecaster must consider? **20 Marks**