



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF ENTREPRENEURIAL STUDIES**  
**2019\_1 EXAMINATION**

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**COURSE CODE: ENT303**

**CREDIT UNIT: 2**

**COURSE TITLE: SMALL SCALE BUSINESS MANAGEMENT**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

- 1. Attempt Question One (1) and any other two (2) questions**
  - 2. Question 1 carries 30 marks, while the other questions carry 20 marks each**
  - 3. Present all points in coherent and orderly manner**
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**QUESTION 1**

- a. Discuss the problems facing small business enterprises in Nigeria. 15 marks
- b. 'All businesses must serve their customers in some way if they are to survive.' Comment on the truism of this statement. 5 marks
- c. List five (5) small businesses that you can start with little capital. 10 marks

**QUESTION 2**

- a. 'A budget is a comprehensive and coordinated plan, expressed in financial term: for the operations and resources of an enterprise for some specific period in the future.' In the light of this definition explain the attributes and types of a Budget. 15 marks
- b. Discuss break-even analysis. 5 marks

**QUESTION 3**

- a. How does cost determine price? 10 marks
- b. List and discuss marketing communication variables. 10 marks

**QUESTION 4**

- a. List and explain the criteria that distinguish a small business from a big business. 10 marks
- b. Discuss the functions of management. 10 marks

**QUESTION FIVE**

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|--------------------------------------------------------------|---------|
| a. Discuss the term financial ratio?                         | 7 marks |
| b. Identify and discuss the various types of financial ratio | 8 marks |
| c. What is Information System?                               | 5 marks |