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# NATIONAL OPEN UNIVERSITY OF NIGERIA

91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA

# FACULTY OF MANAGEMENT SCIENCES JANUARY 2018 EXAMINATION

## **QUESTION**

COURSE CODE: ENT 414 CREDIT UNIT: 2

COURSE TITLE: VENTURE CREATION AND GROWTH

TIME ALLOWED: 2 HOURS

**Instructions: 1. Attempt question One (1) and any other Two (2) questions.** 

2. Question number 1 carries 30 marks, while the other questions

carry 20 marks each.

3. Present all your points in coherent and orderly manner.

- 1. (a) Explain the Advantages of Environmental Scanning. 10 MARKS
- 1. (b) Differentiate between Single and Double Entry Method of Book-Keeping.

### 10 MARKS

- 1. (c) The decision on where to site a business venture is influenced by a number of factors. State any of the Ten (10) factors. 10 MARKS
- 2. (a) Discuss the main forms of Intellectual Property Rights. 10 MARKS
- 2. (b) The structure of the business concern may be of any of the forms of business enterprises. Discuss any Five (5) Skills needed in the success of a Business Enterprise and Entrepreneurship. **10 MARKS**
- 3. (a) Write Short notes on the following: (i) Cash Book. (ii) Sales Journal. (iii) Purchase Journal. (iv) The Ledger. (v) Stock Record. 10 MARKS
- 3. (b) Briefly discuss any Five (5) Records for the Interest of Investors of Business Venture.

### 10 MARKS

4. (a) Narrates on any Five (5) Reasons for Keeping Record in Business Enterprise.

#### 10 MARKS

- 4. (b) Explain the most successful strategies for encouraging Entrepreneurship and Small Business. 10 MARKS
- 5. (a) Elaborate on any Five (5) Legislations at the State and Federal level aimed at protecting the consumer. **10 MARKS**
- 5. (b) Elaborate on the Marketing Concepts. 10 MARKS