



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

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**COURSE CODE: ENT883**

**CREDIT UNIT: 3**

**COURSE TITLE: SMALL BUSINESS MANAGEMENT**

**TIME ALLOWED: 2<sup>1/2</sup> HOURS**

**INSTRUCTIONS:**

- 1. Attempt Question One (1) and any other three (3) questions**
  - 2. Question 1 carries 25 marks, while the other questions carry 15 marks each.**
  - 3. Present all points in coherent and orderly manner**
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**Q1a.** With reference to the statement, leaders are born and not made; discuss extensively five (5) possible leadership trait an entrepreneur should acquire with relevant examples. **6 marks**

**b.** In a small business startup, finances are a major requirement. Discuss the various sources of finances in a small business startup. **8 marks**

**c.** Logically outline the components of a standard business plan. **11 marks**

**Q2** Rural and urban retail stores are unique in their decisional choice of location. Illuminate this statement. **15 marks**

**Q3a.** What does the staffing function of an entrepreneur involve? How is it approached?

**5 marks**

**b.** Who is an entrepreneur? What does he do and why is he different from other species of business men and women? **10 marks**

**Q4a.** Define enterprise strategy as a concept pointing out the indicators of a good strategy.

**5 marks**

**b.** In terms of general competitive strategy there are three (3) general types of strategy from which the entrepreneur can select. Explain them. **10 marks**

**Q5.** How is Partnership form of Business organization created? Give localized examples.

**15 marks**

**6a.** Define the concept of Advanced Opportunities Analysis. **7.5 marks**

**b.** Explain the typology of capacity in relation to production plan. **7.5 marks**