



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2022_2 EXAMINATION

COURSE CODE: ENT303

COURSE TITLE: Small Scale Business Management

CREDIT UNIT: 2

INSTRUCTION: 1. Indicate your Matriculation Number clearly

- 2. Attempt question one (1) and any other two (2) questions; four questions in all**
- 3. Question one (1) is compulsory and carries 30 marks, while the other questions carry 20 marks each.**
- 4. Present all your points in a coherent and orderly Manner**

TIME ALLOWED: 2½Hours

Question 1

1. In setting up a business, you need to carry out some market analysis in the environment.

Mention and discuss the four environmental factors that that can .impact your business.

Question 2

Discuss the concept of information system and its elements

Question 3

(a) What is the purpose of financial ratios

(b) Briefly write short notes on any three

i) Liquidity ratios

ii) Solvency ratios

iii) Profitability ratios

iv) Activity ratios

Question 4

Discuss the essence and contents of annual marketing plan.

Question 5

In view of the different nature of management, enumerate and explain the three distinct and different dimensions of management.