



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2022_1 EXAMINATIONS

Course Code: ENT 414

Course Title: VENTURE CREATION & GROWTH

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

Question 1

- 1 Explain the term business enterprise
- 2 Enumerate and explain any four skills needed in running business enterprise

Question 2

Explain the following terms:

- i. Sole proprietorship
- ii. Partnership
- iii. Corporation
- iv. Differentiate between private and public corporation

Question 3

Explain record keeping and discuss any five of its benefits to interested categories

Question 4

Define the term marketing and explain the marketing concepts you know

Question 5

Explain the term marketing mix