



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2022_2 Examination

Business Planning for Entrepreneurial Growth

Question number 1 is compulsory

1. Planning bridges the gap between where the organization currently find itself and where it wishes to be. Business planning comprises of setting objectives for the organization and developing a plan of action to achieve these objectives. Choose an organisation of your choice and develop a presentable business plan for it, including the executive summary, operation plan and marketing plan.
2. When executed thoughtfully and effectively, business planning is an invaluable tool that enables you to chart overall direction and anticipate changes. However, business planning is not a panacea and can sometimes lead to an entirely new set of troubles. What are the limitations of business planning? **10 Marks**
3. While business planning is important and a requisite for every organization, it does have some limitations. Explain the limitations of entrepreneurial business planning.
4. **Question** Explain the essence of assembling a business plan given the efforts that goes into it? **10 Marks**