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

Course Code: ENT 807
Course Title: Entrepreneurial Business Forecasting
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.

Edishadex PLC is a leading manufacturing company with various departments in Lagos, Nigeria.
1a. Describe the role of Material Forecasting in Edishadex management. **(15marks)**
1b. Mention the merits and demerits of Material Forecasting in the operations of Edishadex.

(15marks)
2a. Explain the term profit forecasting and Joel Dean's three approaches to profit forecasting.

(10marks)
  b. Highlight factors influencing the Customer Demand Life Cycle. **(10marks)**

3a. Describe the steps that you would use to develop a forecasting system? **(10marks)**
  b. Enumerate the advantages of computer application in business forecasting. **(10marks)**

4. Calculate the forecast sales for four months and six months using the moving average method with the data below. **(20marks)**

PAST	SALES	FORECASTS	PRODUCED USING
Month	Actual Sales Volume (units)	4-monthly Moving Moving Average	6-monthly Moving Moving Average
January	800		
February	760		
March	880		
April	860		
May	840		
June	860		
July	880		
August	900		
September	920		
October	960		
November	920		
December	980		
January	1000		