



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION.

COURSE CODE: ENT 303

CREDIT UNIT: 3

**COURSE TITLE: SMALL SCALE BUSINESS
MANAGEMENT**

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

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

1. Discuss in details how Pricing decisions determined by:

- i. Demand (**15 marks**)
- ii. Competition (**15 marks**)

Total: 30 marks

2. With the aid of a diagram, explain the product levels. (**20 marks**)

Total: 20 marks

3. (a) Using the appropriate examples, differentiate the following:

- i. Specialty goods (**5 marks**)
- ii. Shopping good (**5 marks**)
- iii. Convenience goods (**5 marks**)

(b) What are the marketing strategies for Consumer and Industrial Products? (**5 marks**)

Total: 20 marks

4. In a tabular form, explain the two types of marketing channels. (**20 marks**)

Total: 20 marks

5. (a) A firm sells 100,000 units per year at a factory price of N12 per unit. The various costs are given below:

Variable	Costs Materials	N260,000
	Labour	N520,00
Fixed	Costs Overhead	N130,000
	Selling & Administrative charges	N190,000

Total investment in cash, inventory and equipment N900, 000

The labour and materials cost increase by 10 per cent. How do you revise price according to:

- i. Percentage over Costs (**5 marks**)
 - ii. Percentage on Sales (**5 marks**)
 - iii. Percentage on Capital employed (**5 marks**)
- (b) Explain the two popular types of discounts (**5 marks**)

Total: 20 marks