



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION.

Course Code: ENT 804

Course Title BIOGRAPHICAL STUDIES OF ENTREPRENEURIAL THINKERS AND GIANTS

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 20 marks each.**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

1. Historically, the entrepreneurship business has had a near-monopoly in the hands of men. Men and women have been separated into different business lines by a male-dominated culture in entrepreneurship, which has resulted in uneven material conditions for male and female entrepreneurs due to a hierarchy that places men at the top. The subordination of African women in business is primarily due to cultural inhibitions and conventional gender standards. Gender norms have been challenged by entrepreneurship, which has promoted the importance of women in global companies. Respond to the questions below:

- A. Discuss the challenges faced by female entrepreneurs in Nigeria
 - B. How can female entrepreneurs feel more inclusive?

2. The cosmetics company named The Body Shop got its start because its founder wanted to buy natural and organic products without the hefty price tag associated with the fancy packaging used by other cosmetics brands. She realized an opportunity in natural products with less waste.

Some of the world's most famous smartphones and computers began in the garage of two young men who saw the opportunity to provide smaller personal computers to ordinary people instead of simply meeting the needs of big corporations. Today, we see that brand, Apple, everywhere.

In the early 20th century, a man named Henry Ford found opportunity in automobile design. Once thought to be only for the very wealthy, automotive travel became a possibility for every home in America through Ford's determination.

Even recently, companies like Amazon have pioneered opportunity in multiple forms, first by selling books to customers online, then by adding digital editions that could be immediately downloaded. Amazon continues to find new opportunities in music, video, food and even shipping services.

- A. What is an entrepreneurial opportunity?
 - B. Give (10) Ten examples of entrepreneurial opportunity?
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3. Does the background or experiences of an individual affect or determine their entrepreneurial journey? Discuss
 4. An entrepreneur does not require professional skills to excel. How true or false is this statement? Discuss
 5. (A) Provide Ten (10) examples of known successful entrepreneurs in Nigeria, give an indication of what prompted their success story.

(B) Explain how Aliko Dangote maximized his opportunity