



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2023 2 EXAMINATIONS—

CREDIT UNIT: 3

COURSE CODE: ENT 303

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, (3) three 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. (a) Discuss in details the three levels involve in the decision-making hierarchy of business firms. **(15 marks)**
(b) The characteristics of a small business differ from one place to another but there are few similar characters in common to some small businesses. Vividly explain five characters of a small business **(15 marks)**

Total: 30 marks

2. (a) Despite the vital role played by small business enterprise, it is still faced with some problems and challenges. Identify five (5) problems facing small business enterprises? **(5 Marks)**
(b) The universal principle of management has been highlighted by Henry Fayol known as fourteen (14) principles of management. Briefly explain such principles. **(15 marks)**
3. (a) Strategic marketing planning is a five-step process, discuss the five steps
(b) Briefly explain the contents of an annual marketing plan and its purposes **(20 marks)**
4. You are the owner of Humaira's catering Shop in Sokoto State of Nigeria. Your business has been operating for the past four years and made a high profit, in the first three years. However, the current year's sales figures are bad with a 20