



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2024 1 EXAMINATION

COURSE CODE: ENT 302

CREDIT UNIT: 2

COURSE TITLE: FEASIBILITIES AND BUSINESS PLANNING

TIME ALLOWED: 3 HOURS

INSTRUCTION:

- Indicate your matriculation number clearly**
- Answer Question one and other two questions**
- Question one (1) is compulsory and carries 30 marks while other questions carry 20 marks each.**
- Present all your points in coherent and orderly manner**

- 1. A small business owner is considering changing their business model. They are not sure if changing their business model is the right decision, or if so, how should they to go about it? (30 Marks)**
- 2. A small business owner is considering selling their business. They are not sure how to go about it or what to expect. Advice appropriately as an Entrepreneur (20 Marks)**
- 3. What are some resources available to help small businesses succeed and provide examples of successful small businesses? (20 Marks)**
- 4. How can you use social media, online advertising and traditional advertising to market your small business? (20 Marks)**
- 5a. How can you measure the effectiveness of your marketing efforts? Enumerate ways to improve ways to improve the customer experience in your small business and how can you create a loyal customer base for your small business? (10 Marks)**
- 5b. Enumerate ways a small business owner can build a strong team. How can you motivate the team to succeed? And how can you create a positive work environment for your team? (10Marks)**