



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

COURSE CODE: ENT 414.

Course Unit: 2

COURSE TITLE: VENTURE CREATION AND GROWTH

TIME ALLOWED: 2HOURS

INSTRUCTION: 1. Attempt question number one (1) and any other two (2)
2. Question number one (1) is compulsory and attracts 30 marks,
while any other two questions attract 20 marks each
3. Present your answers any points in a clearly and orderly manner

1. Enumerate and discuss five internal environmental variables that affect the nature and operations of a business.
2. Discuss the sources of finance for a new business venture.
3. Enumerate and discuss briefly (4) forms of creative ideas.
4. Enumerate and discuss four marketing mix elements.