



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

**COURSE CODE:** ENT 722

**CREDIT UNIT:** 2

**COURSE TITLE:** ENTREPRENEURIAL MARKETING

**TIME ALLOWED:** 3 HOURS

**INSTRUCTION:**

1. Indicate your matriculation number clearly
2. Answer question one (1) & attempt any other two (2) questions
3. Question one (1) is compulsory and carries 30 marks. While any other two (2) answers attract 20 marks each. With total of 70 marks
4. Present all your points in coherent and orderly manner

- 1a. What do you understand by the term Entrepreneurship? (10 Marks)
- 1b. Entrepreneurship Development Centre EDC is implementing an entrepreneurship development program. Develop a plan for the program by addressing the following:
- i. Identify and discuss the key components and objectives of the entrepreneurship training and support program.
  - ii. Propose strategies for identifying and selecting potential entrepreneurs to participate in the program.
  - iii. Discuss the importance of providing mentorship, networking opportunities, and access to funding for program participants (20 Marks)
- 2a. Differentiate between products and services (5 Marks)
- 2b. Write short notes on the following:
- i. the product concept
  - ii. the market concept
  - iii. the production concept
  - iv. the selling concept
  - v. the marketing concept
- (15 Marks)
3. An entrepreneur as a person who recognizes a business opportunity and who organizes, manages, and assumes the risk of a business enterprise focusing on that business opportunity. According to the authors, an entrepreneur has the following characteristics:
- i. Desire for independence
  - ii. Self-confidence
  - iii. Willingness to take risk
  - iv. Ability to recognize opportunity.
- Discuss in detail these attributes or characteristics associated to an entrepreneur. (20 Marks)
- 4a. According to the work of Lamb et al (2018), to be useful, a segmentation scheme must produce segments that meet four basic criteria: Discuss this 4 criteria (10 Marks)
- 4b. Segmentation is done for three important reasons, explain (10 Marks)