



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

**2024\_2 EXAMINATION**

**COURSE CODE: ENT 303**

**CREDIT  
UNIT:2**

**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. 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**

1a. According to Lawal (1993), Management was derived from an Italian word "managgiare" meaning to train horses. It was originally used to indicate the process of managing, training, or directing sporting and housekeeping activities. Discuss

1b. Enumerate at least 5 universal Principles of management has been highlighted by Henry Fayol.

**Total: 30 marks**

2a. Elucidate the concept of marketing strategy.

- b. Distinguish between Marketing Management versus Marketing strategy.

**Total: 20 marks**

3. Enumerate and discuss the types of planning **(20 marks)**

4. Mention and elaborate on the planning process. **(20 marks)**

5. Describe what you understand by Situation Analysis **20 marks)**