NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2024_2 EXAMINATION
COURSE CODE: ENT 414.   **Unit: 2**
COURSE TITTLE: 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

QUESTION ONE

CASE STUDY III: ABC Startup Secures Series B Funding Round

ABC Startup is a company that found success when they secured a Series B funding round. This round of funding allowed them to grow their operations and achieve their goals, while also setting the stage for future success. The Series B funding round was the second major investment ABC Startup received, after their initial Series A round. The Series A round allowed the company to launch their operations and get off the ground. The Series B funding enabled them to take their operations to the next level and move closer to their long-term goals.

A: How did ABC Company get the Series B funding?

B) Discuss-the use of business plan in helping a startup business as it relates to the above subject

matter.   **30 marks**

QUESTION TWO:

 a. How do Services marketing function in organization?   **7 Marks**

 b. Enumerate and explain four marketing mix variables   **7 Marks**

 c. Differentiate between Small Marketing and Entrepreneurial Marketing

                                                              6 Marks

QUESTION THREE:

a. Explain the various forms of business growth strategies **7.5 Marks**

b. List the challenges of business growth. **5 Marks**

c. Highlight the types of Business Venture Growth.- **7.5 Marks**

QUESTION FOUR

a. Entrepreneurship is driven by different Forces, list them and discuss the functions of an entrepreneur **10 Marks**

b. Adumbrate and explicate the environmental variables for entrepreneurship **10 Marks**