



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2024_2 EXAMINATION

Course Code: ENT834

Course Title: Edu-Prenuership

Credit Unit: 2

Time Allowed: 2 Hours

- Instruction**
1. Indicate your Matriculation Number clearly
 2. Attempt question one (1) and any other three (3) questions; four questions in all
 3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.
 4. Present all your points in a coherent and orderly Manner

Question 1

A. Describe strategies a new business can use to secure funding that will support both initial growth and long-term stability. Consider approaches like investor relations, crowdfunding, and loan options, and discuss how these can be aligned with the business's growth objectives. (5 Marks)

B. Outline effective steps a startup should take to navigate product development and the implementation process to maximize success. Consider elements like market research, iterative testing, user feedback, and project management in your response. (10 Marks)

C. Identify the essential factors that a startup must evaluate when estimating development costs. Discuss aspects like research expenses, technology needs, staffing requirements, and operational overhead, explaining how each contributes to a realistic budget for sustainable growth. (10 Marks)

Question 2

A. Explain how a startup can strategically allocate its resources for marketing to boost brand visibility and drive customer engagement effectively. Discuss budgeting techniques, prioritizing marketing channels, and aligning marketing expenses with short-term and long-term business goals. (5 Marks)

B. Describe ways in which educators and learners can adapt to change in an educational environment and pursue innovative approaches to learning. Provide examples of strategies like adopting new learning technologies, continuous professional development, or fostering problem-solving mindsets among students. (10 Marks)

Question 3

A. Discuss the advantages of engaging in educational ventures, especially for entrepreneurs. Highlight benefits like addressing skills gaps, creating societal impact, fostering personal development, and generating potential revenue streams. (10 Marks)

B. Why is it important to identify and address learning gaps in traditional educational models? Discuss how bridging these gaps can enhance student outcomes, increase educational accessibility, and prepare learners for the modern workforce. (5 Marks)

Question 4

A. In what specific ways do educational ventures contribute to improving student achievement and learning outcomes? Consider methods such as personalized learning, innovative curriculum design, and technology integration, and explain how these approaches drive student success. (5 Marks)

B. How can individuals and organizations assess the success and impact of entrepreneurial education initiatives? Discuss evaluation methods like feedback collection, impact metrics, success stories, and scalability assessments. (10 Marks)

Question 5

What strategic approaches can a business adopt to secure funding that ensures not only initial growth but also long-term success? Explain how methods like building investor trust, reinvesting profits, exploring grant options, and developing partnerships support sustained business stability. (15 Marks)