



NATIONAL OPEN UNIVERSITY OF NIGERIA
Department of Library and Information Science
2024_2 EXAMINATION

Entrepreneurship in Library and information Services, (LIS 308)

Time Allowed: 3 Hours

Instruction: ANSWER QUESTION 1 AND ANY OTHER 2

1.
 - a. Explain four non-economic factors that are determinants of business growth
 - b. Describe entrepreneurial growth and explain why Government is a major factor to the growth of entrepreneurship in Nigeria.
2.
 - a. Describe 3 ways of identifying entrepreneurial opportunities in the LIS field in Nigeria
 - b. Prior experience and Personality traits have the prospect of influence opportunity identification. Discuss
3.
 - a. Describe four stages of opportunity Identification
 - b. Discuss 6 factors that can Influence venture creation among Library and information Science students
4.
 - a. Enumerate five stages of venture creation and explain three of the stages
 - b. What is marketing
 - c. Discuss the four Ps of Marketing