



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2025\_2 EXAMINATIONS**

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**COURSE CODE: ENT 706**

**CREDIT UNIT: 2**

**COURSE TITLE: START UP FUNDING**

**TIME ALLOWED: 3 Hours**

**INSTRUCTIONS: 1. Attempt question number (1) and any other two (2)**

**2. Question number 1 is compulsory and carries 30 marks, while the other**

**Questions carry 20 marks each.**

**3. Present all your points in coherent and orderly manner.**

1. Business environment is a complex one and needs to be critically examined. Describe the core activity before embarking on any kind of investment. 30 marks

2. Market survey and analysis provides facts and vital information about potential customers and their needs. Discuss. 20 marks

3. A person in business is not expected to be a lawyer, but each business owner should have a basic knowledge of law affecting business. Clearly state seven (7) legal matters a business person must be acquainted with. 20 marks

4. State and briefly describe the contents in the feasibility study template. 20 marks