



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

COURSE CODE: ENT801

CREDIT UNIT: 2

COURSE TITLE: BUSINESS PLANNING FOR ENTREPRENEURSHIP GROWTH

TIME ALLOWED: 3 HOURS

INSTRUCTION:

- 1. Indicate your matriculation number clearly**
- 2. Answer question one (1) & attempt any other two (2) questions**
- 3. Question one (1) is compulsory and carries 30 marks. While any other two (2) answers attract 20 marks each. With total of 70 marks**
- 4. Present all your points in coherent and orderly manner**

- 1a.** Explain in detail, your understanding of what a business plan is, highlighting its purpose to an entrepreneur.
The development of a business plan requires a carefully outlined process. Explain in detail the five steps required to create a new business plan. **(10 Marks)**
- 1b.** Aside being a blueprint or an action guide, enumerate and explain ten (10) reasons why entrepreneurs and business organisations need a business plan? **(10 Marks)**
- 1c.** Business plans have been categorised into short, extended and operational plans. Discuss these plans and their distinguishing features. **(10 Marks)**
- 2.** Success at events is often linked to how well an entrepreneur has prepared themselves beforehand, as there are many factors to consider when preparing for a business plan competition. Identify and explain the ten (10) factors to be considered in preparation for an upcoming business plan competition. **(20 Marks)**
- 3.** Write shorts on the following tasks involved in the preparation of an individual or group business plan:

 - i. Business Environment Analysis
 - ii. Market Analysis
 - iii. Marketing Plan
 - iv. Operations Plan
 - v. Financial Plan

(20 Marks)
- 4a.** The feasibility study being a process required in determining the viability of a business idea or the practicability of a proposed business project, further has other core functions. Discuss these functions with relevant examples. **(10 Marks)**
- 4b.** Professionalism in writing up a business plan is considered as a priority and of utmost importance, considering the purpose for which it is being prepared. What are the key factors to be considered in complying with the professionalism involved. **(10 Marks)**
- 5.** Write short notes on the following traditional and modern methods of project evaluation, highlighting their merits and demerits. (i) ARR (ii) PBP (iii) NPV (iv) IRR (v) PI **(20 Marks)**