



NATIONAL OPEN UNIVERSITY OF NIGERIA
91. CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES,

2025_1 EXAMINATION

COURSE CODE: ENT 807

COURSE TITTLE: ENTREPRENEURIAL BUSINESS FORECASTING

TIME ALLOWED: 3 HOURS

INSTRUCTIONS: 1. Indicate your Matriculation Number only
2. Attempt Question One (1) and Any other Two (2) in All
3. Question One (1) is Compulsory and Carries 30 Marks, while the other Two Carry 20 Marks each, Making a Total of 70 Marks
4. Present all your points in coherent and orderly manner

QUESTION ONE

A. Analyze Delphi technique for the prediction of markets. Do you think this technique has advantage over the others? **10 marks**

B. What do you understand by profit forecasting? **8 marks**

C. Calculate the forecast sales for four months and six months using the moving average method with the data below

Past sales		Forecasts Produced Using	
Month	Actual Sales Volume Units	4 Monthly Moving Average	6 Monthly Moving Average
January	800		
February	760		
March	880		
April	860		
May	840		
June	860		
July	880		
August	900		
September	920		
October	960		
November	920		
December	980		
January	1000		

12marks

QUESTION TWO

A. Why do you think that there are limitations to business forecasting in Nigeria. **10 marks**

B. Customer Demand has life cycle just like any mother product. Determine the key factors that affect customer life cycle **10 marks**

QUESTION THREE

Errors are inevitable and must be expected in forecasting. Discuss, indicating how they can be mitigated **20 marks**

QUESTION FOUR

Determine the significance of historic perspective, business competence, market position, general economic position, and price index in forecasting **20 Marks**

QUESTION FIVE

- A. It is imperative for Forecasters to understand individual products, and the indexes to adjust for seasonal fluctuations and price changes. In the light of this, evaluate the features of Business Forecasting **10 marks**
- B. Discuss the classification and purpose of business forecasting **10 marks**