



NATIONAL OPEN UNIVERSITY OF NIGERIA
91. CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES,
2025_1 EXAMINATION

COURSE CODE: ENT809
COURSE TITLE: ADVANCING MANAGING SMALL ENTERPRISES
TIME ALLOWED: 2 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. Supporting your answers with relevant examples in context will earn you more marks.

QUESTION ONE

Write short notes to differentiate between the following terms

- a) Traditional businesses and entrepreneurial businesses
- b) Management and Entrepreneurship
- c) Necessity-driven entrepreneurship and Opportunity- driven entrepreneurship.
- d) Business plan and feasibility study plan
- e) Economic desirability list and levels of strategy

(30marks) 1mark each for 3 significant points or keywords mentioned.

QUESTION TWO

Businesses are set up to produce products - goods and services. Goods are normally tangible items. Services are intangible items that can provide value and satisfaction.

- i. What is a Product? Explain branding, packaging, and labelling as other decisions that go in line with products. **(10mks)**
- ii. With the aid of a diagram illustrate the products level according to Kotler. **(10mks)**

QUESTION THREE

'those activities other than personal selling, advertising and publicity, that stimulate consumer purchasing and dealer effectiveness, such as display shows and exhibitions, demonstrations, and various other non-recurrent selling efforts not in ordinary routine.' This definition suggests that sales promotion is a catch-all for all those promotion activities which do not fall clearly into advertising, personal selling or publicity.

Distinguish among the four concepts mentioned in the above statement with their peculiarities **(20marks)**

QUESTION FOUR

An entrepreneur is not always an employer of labour but can also be an employee especially in a corporate organisation. Therefore,

- i. Express your understanding about corporate entrepreneurship? **(5marks)**
- ii. Expound five importance of entrepreneurship in a corporate organisation?
10marks
- iii. Outline the pathways to entrepreneurship in a corporate organisation. **(5marks)**

QUESTION FIVE

You visited a colleague in business who felt Break – even analysis is outdated. You need to make him know that Break -even analysis is important in business analysis, though, usually neglected by small business owners. You are expected to:

- i. Explain the Break-Even analysis concept to him. **(6marks)**
- ii. Give five benefits of the break-even analysis to a small business **(10marks)**
- iii. Describe the Break-Even chart **(4marks)**