

**CROSS RIVER UNIVERSITY OF TECHNOLOGY, CALABAR**  
ENTREPRENEURSHIP, INTERNATIONAL RELATIONS AND DEVELOPMENT CENTRE  
COURSE CODE: ENT 3201 Time allowed: 1hr30min September 2018  
COURSE TITLE: ENTREPRENEURSHIP EDUCATION  
**SECOND SEMESTER EXAMINATION**

**OBJECTIVE QUESTIONS (compulsory – answer all questions – 5 marks only)**

1. Business search opportunities could be classified into the following except (a) enacted type (b) inherited type (c) discovered type (d) recognized type
2. The rationale for studying e-commerce includes the following except (a) richness (b) interacting (c) ubiquity (d) accessibility
3. One of the following is not a good strategy for business growth (a) expanding product line (b) reducing service offering (c) exporting (d) franchising
4. The business entity type where there is no protection for liability is (a) sole proprietorship (b) partnership (c) limited liability company (d) corporations
5. The following are the need for business ethics except (a) survival of business (b) improve customers' confidence (c) protect employees over shareholders (d) healthy competition

**SUB-OBJECTIVE QUESTIONS (compulsory – answer all questions – 5 marks only)**

1. E-business refers to the use of technologies to conduct only procurement and operations. True/False
2. In searching for new business ideas, \_\_\_\_ is the main central issue an Entrepreneur considers.
3. The money invested by individuals or firms in small and high risk business enterprise is called \_\_\_\_\_
4. \_\_\_\_ could be referred to as the activities and aims of any individual or organization with the purpose of converting efforts to results.
5. State the 4 "Ps" of marketing \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_

**Essay Questions (Answer ANY THREE) – 20 marks each**

1. (a) What is business growth and explain the major types and strategies of business growth (b) Write short notes on the challenges of business growth in Nigeria.
2. As an Entrepreneur write on marketing mix and its elements.
3. Differentiate between feasibility analysis and business plan and state **FIVE** reasons for a business plan. Lastly, write an executive summary of a typical business plan of a start-up business considering your nature of product, market and expected turnover.
4. (a) Explain the concepts of business ethics and corporate social responsibility. (b) What is the relevance of Corporate Social Responsibility to a business organization?
5. Differentiate between e-business and e-commerce. (b) Write briefly on **THREE** sources of funds for new and entrepreneurial ventures.

**OBJECTIVE QUESTIONS (compulsory – answer all questions – 5 marks only)**

1. The main focus of entrepreneurship is not in the development of a new business and innovation but in writing a business plan. True/False
2. Socially responsible behaviour may take any of the following except (a) award of scholarship (b) payment of tax (c) sport sponsoring (d) building of market
3. The business entity type where there is no protection for liability is (a) sole proprietorship (b) partnership (c) limited liability company (d) corporations
4. One of the following is not a good strategy for business growth (a) expanding product line (b) reducing service offering (c) exporting (d) franchising
5. The rationale for studying e-commerce include the following except (a) richness (b) interacting (c) ubiquity (d) accessibility

**SUB-OBJECTIVE QUESTIONS (compulsory – answer all questions – 5 marks only)**

1. An increase in the volume of firm activities is a clear indication of \_\_\_\_\_
2. There are three basic ways of owning a business, they include creating a new venture, buying an existing business and \_\_\_\_\_
3. In conducting a business, there are three basic activities that must be involved, namely; financial activities, operating activities and \_\_\_\_\_
4. \_\_\_\_\_ and profit maximization are the main features of business planning.
5. One form of creative thinking where you merge someone's idea with your own is often called \_\_\_\_\_

**Essay Questions (Answer ANY FOUR) 15 marks each**

1. What is decision making in business enterprise (b) Mr. Dickson is planning to start a new venture but has decision issues. Mention and explain the seven steps that can help him in making the right decision.
2. Differentiate between e-business and e-commerce (b) write briefly on three sources of funds for new and entrepreneurial ventures.
3. Differentiate between feasibility study and business plan (b) state five reasons for a business plan.
4. Explain the concept of business ethics (b) why is business ethics important as an entrepreneur.
5. (a) Define business transition (b) what are the challenges of start-up phase in business transition
6. What is business growth, explain the major types and strategy of business growth
7. What is the role of the entrepreneur in nation building?

**SECOND SEMESTER EXAMINATION**

**Essay Questions (Answer ANY THREE) 20 marks each**

1. (a) Differentiate between feasibility analysis and business plan (b) State FIVE reasons of business plan (c) Write on a business plan of any of your interest
2. (a) What is business growth and explain the major types and strategies of business growth? (b) Write short notes on the challenges of business growth in Nigeria
3. Differentiate between e-business and e-commerce (b) Write briefly on THREE sources of funds for new entrepreneurial ventures.
4. (a) Explain the concepts of business ethics and corporate social responsibility (b) Write briefly on the need for business ethics.
5. As an Entrepreneur write on marketing mix and its elements.

**SUB-OBJECTIVE QUESTIONS (compulsory – answer all questions – 5 marks only)**

1. \_\_\_\_\_ could be referred to as the activities and aims of any individual or organization and purpose of converting efforts to results.
2. In searching for new business ideas, \_\_\_\_\_ is the main central issue an Entrepreneur considers.
3. The money invested by individuals or firms in small and high risk business enterprise is called \_\_\_\_\_
4. State the 4 “Ps” of marketing \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_
5. E-business refers to the use of technologies to conduct only procurement and operations. True/False

**OBJECTIVE QUESTIONS (compulsory – answer all questions – 5 marks only)**

1. The following are the need for business ethics except (a) survival of business (b) improve customers’ confidence (c) protect employees over shareholders (d) healthy competition
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