



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKWE EXPRESS WAY, JABI – ABUJA.**

**FACULTY OF MANAGEMENT SCIENCES**  
**OCTOBER / NOVEMBER 2016 EXAMINATION**

**COURSE CODE: MBA 896**

**COURSE TITLE: ENTREPRENEURSHIP**

**COURSE UNIT: 3**

**TIME ALLOWED: 2 ½ HOURS**

**INSTRUCTION(S): (i) Attempt Question ONE and any other three questions of your choice.**  
**(ii) Present your answer legibly and logically using relevant examples**

**Q1 → a** In what way is the “Small and Medium Enterprises Equity Investment Scheme (SMEEIS) a good source of finance for the small business and how is this scheme limited? (9 marks)

**b.** How is a good sales and cash receipt journal identified in small business management? (3 marks)

**c.** Comment fully on the dimensions of service quality. (12 marks)

**Q2 →** In terms of general competitive strategy there are three general types of strategy from which the entrepreneur can select. Explain. (15 marks)

**Q3a →** For a small business there are options available to the entrepreneur in managing the books or records. Comment on the options. (5 marks)

**b)** Describe lucidly, the key elements in a small business marketing plan. (10 marks)

**Q4 →** Why is the entrepreneur’s job of crafting the Enterprise strategy commonly described as the most important and difficult task for the entrepreneur? (15 marks)

**Q5 →** Discuss fully the issues for which Edward Deming was famous for? (15 marks)

**Q6a →** What is the use of financial statement makes as a reporting tool? (9 marks)

**b →** What does entrepreneur do in the management of manufacturing operations? (6 marks)