



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**SCHOOL OF ARTS AND SOCIAL SCIENCES**  
**SEPTEMBER/OCTOBER 2015 EXAMINATION**

**COURSE CODE: BUS893**

**CREDIT UNIT: 2**

**COURSE TITLE: ENTREPRENEURSHIP**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

- 1. Attempt question number one (1) and any other (2) questions.**
- 2. Question number 1 carries 30 marks, while the other two (2) questions carry 20 marks each.**
- 3. Present all your points in coherent and orderly manner.**

1. (a) What are the critical elements of Planning?  
(b) Explain the Type of Books and Records that the small business should keep.  
(c) Write short notes on the following:  
(i) The Income Statement  
(ii) The Balance Sheet
2. (a) Discuss the units that make up the Operations Management System.  
(b) What are the Dimension of Service Quality
3. (a) Explain the Three (3) Types of Capacities in relation to Production.  
(b) Elaborate on the criteria that distinguishes the small businesses from the bigger businesses.
4. (a) Explain the Production of Popcorn.  
(b) Discuss the factors affecting Demand.
5. (a) What are the Key Elements of the Marketing Plan?  
(b) Elaborate on the types of Human Relations skills.