



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
MARCH/APRIL 2016 EXAMINATION

SCHOOL OF MANAGEMENT SCIENCES

COURSE CODE: ENT 330

COURSE UNIT: 2

COURSE TITLE: BUSINESS FORECASTING

TIME ALLOWED: 2 HOURS

Instruction: Attempt question 1 and any other 2 questions of your choice. Question one (1) is compulsory and carries 30 Marks, while the other questions attract 20 Marks each. Present your answers legibly and logically using relevant examples.

QUESTION 1.

Look at the table below:

Year	Sales (in '0000)
1	1400
2	1700
3	1500
4	2300
5	1800
6	2200
7	2700

Using the above data to forecast for the eighth (8) year using the least square method. Least squares assume that the best-fit curve of given Years Sales in '0000.

QUESTION 2

What are the Criteria of a good Forecasting Method and discuss the importance of Business Forecasting.

QUESTION 3

- i. Explain the following terms:
- ii. Business
- iii.** Forecasting
- iv. Business Forecasting

QUESTION 4

- 4.i. What are approach, technique, or method of forecasting and the steps to be followed?
- 4ii. Stanton and Burskirk (1978: 424) identified major areas the forecaster should further analyze. List and explain them.

QUESTION 5

- 5a Discuss the classification and purpose of business forecasting.
- 5b There are three basic factors influencing the demand forecast of goods and services as observed by Otokiti (2003). List and explain.