



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
JANUARY 2018 EXAMINATION
EXAM QUESTIONS

COURSE CODE: ENT 883

COURSE UNIT: 2

COURSE TITLE: SMALL BUSINESS MANAGEMENT

TIME ALLOWED: 2HOURS

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

Q1 a. Validate the argument that small business is not so easy to define. What factors distinguish a small business from a large business?

b. The Economic plan unlike the financial plan considers projects from a macro economic view point as opposed to a micro view point. Amplify this statement.

c. Discuss fully the dimensions of service quality. (Total= 30 marks)

2a. What objectives does process design and facility layout seeks to achieve?

b. Identify the common accounting books and record of the small business firms explain their relevance. (20 marks)

3a. Highlight clearly the area of concern of your company's operations manager

b. Why in your own opinion do you think people go into business? **(20 marks)**

4 a. Comment briefly on the criteria that distinguish a small business from a big business.

b. A standard marketing plan should state the market size of the product or service in question. Illuminate this statement. (20 marks)

5A. Types of small business is often a product of their various activity groupings in the economy. Illuminate this statement.

B. In setting up a manufacturing facility, what standard requirements should the entrepreneur understand for efficient manufacturing operations. (20 marks)