



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
JUNE/JULY 2017 EXAMINATION

COURSE CODE: ENT 407

COURSE UNIT: 2

COURSE TITLE: ENTREPRENEURSHIP DEVELOPMENT

TIME ALLOWED: 2HOURS

QUESTION 1a.

What are the characteristics of an Entrepreneur?

10 marks

QUESTION 1b.

Briefly discuss the following terms

- i. 'entrepreneurship',
 - ii. 'entrepreneur',
 - iii. 'development', and
 - iv. 'entrepreneurship development'
- points = 10marks)

4 marks (i.e 4 X 2.5

QUESTION 1c

Mention and explain five benefits of strategic planning to entrepreneurship practice in Nigeria

10marks Total 30 marks

QUESTION 2a.

With the aid of diagram discuss the Flow of business Process

10marks

QUESTION 2b.

Distinguish between Cooperative Thrift and Credit Society (CTCS) and

Traditional Ajo or Esusu

10 marks

QUESTION3.

a. List and discuss the business activities of an entrepreneur?

20 marks

b. Elucidate on core areas of strategy

QUESTION 4. List and explain the six phases entails before new product is launched into the market

20marks

QUESTION 5.

The business environment is composed of three factors – national trends, industry trends and local trends. Elucidate.

20 marks

GRAND TOTAL MARK 70 MARKS