

NATIONAL OPEN UNIVERSITY OF NIGERIA

91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA

FACULTY OF MANAGEMENT SCIENCES

JANUARY 2018 EXAMINATION

QUESTION

COURSE CODE: ENT 414

CREDIT UNIT: 2

COURSE TITLE: VENTURE CREATION AND GROWTH

TIME ALLOWED: 2 HOURS

- Instructions:**
- 1. Attempt question One (1) and any other Two (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.**

1. (a) Explain the Advantages of Environmental Scanning. **10 MARKS**

1. (b) Differentiate between Single and Double Entry Method of Book-Keeping.

10 MARKS

1. (c) The decision on where to site a business venture is influenced by a number of factors. State any of the Ten (10) factors. **10 MARKS**

2. (a) Discuss the main forms of Intellectual Property Rights. **10 MARKS**

2. (b) The structure of the business concern may be of any of the forms of business enterprises. Discuss any Five (5) Skills needed in the success of a Business Enterprise and Entrepreneurship. **10 MARKS**

3. (a) Write Short notes on the following: (i) Cash Book. (ii) Sales Journal. (iii) Purchase Journal. (iv) The Ledger. (v) Stock Record. **10 MARKS**

3. (b) Briefly discuss any Five (5) Records for the Interest of Investors of Business Venture.

10 MARKS

4. (a) Narrates on any Five (5) Reasons for Keeping Record in Business Enterprise.

10 MARKS

4. (b) Explain the most successful strategies for encouraging Entrepreneurship and Small Business. **10 MARKS**

5. (a) Elaborate on any Five (5) Legislations at the State and Federal level aimed at protecting the consumer. **10 MARKS**

5. (b) Elaborate on the Marketing Concepts. **10 MARKS**