



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

COURSE CODE: ENT 706

CREDIT UNIT: 2

COURSE TITTLE: START UP FUNDING

TIME ALLOWED: 3 Hours

INSTRUCTIONS: 1. Attempt question number (1) and any other two (2)

2. Question number 1 is compulsory and carries 30 marks, while the other

Questions carry 20 marks each.

3. Present all your points in coherent and orderly manner.

1. Business environment is a complex one and needs to be critically examined. Describe the core activity before embarking on any kind of investment. 30 marks

2. Market survey and analysis provides facts and vital information about potential customers and their needs. Discuss. 20 marks

3. A person in business is not expected to be a lawyer, but each business owner should have a basic knowledge of law affecting business. Clearly state seven (7) legal matters a business person must be acquainted with. 20 marks

4. State and briefly describe the contents in the feasibility study template. 20 marks