NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2025_1 EXAMINATION

COURSE CODE: ENT 801 CREDIT UNIT: 2
COURSE TITTLE: BUSINESS PLANNING FOR ENTREPRENEURSHIP GROWTH
TIME ALLOWED: 3 HOURS
INSTRUCTION:
1. **Indicate your matriculation number clearly**
2. **Answer question one (1) & attempt any other two (2) questions**
3. **Question one (1) is compulsory and carries 30 marks. While any other two (2) answers attract 20 marks each. With total of 70 marks**
4. **Present all your points in coherent and orderly manner**

Question 1.

a. The rapid growth being experienced in the global business environment, as a result of the increasing entrepreneurial involvements and activities, leading to technological advancement, increasing economic activities and creative innovations across various nations of the world, has presented entrepreneurs with contemporary issues hampering their growth and development. Discuss. **(20 Marks)**

b. Conceptualize the term internal rate of returns, and discuss in detail its merits and demerits. **(10 Marks)**

Question 2.

a. Evaluation of a project involves a careful consideration of the totality of the project with a view to seeing how useful or valuable it is. Discuss the methods for evaluating a project.

b. Discuss in detail the three (3) main techniques used for tackling obstacles facing the consistent project appraisal of capital investments. **(20 Marks)**

Question 3.

a. The S.W.O.T analysis has been described as the most appropriate analytical tool for entrepreneurs to analyse their business environments. Discuss in detail, the concept of S.W.O.T analysis, highlighting its key purpose.

b. The SWOT analysis perceived as a reliable analytical tool, owing to the benefits it provides to businesses, in spite its limitations. Enumerate and discuss (atleast five points each) the merits and limitations.

(20 Marks)

Question 4.

Write short notes on the following traditional and modern methods of project evaluation, highlighting their merits and demerits. (i) ARR (ii) PBP (iii) NPV (iv) IRR (v) PI **(20 Marks)**

Question 5.

Write short notes on the following variables: which must consist of (a) the associated external factor, (b) the effects on activities of business organisations, (c) and how the effects can be mitigated.

i. Interest rates
ii. Regional shifts in population
iii. Stability of governments
iv. New developments in technology transfer **(20 Marks)**