



**ELIZADE UNIVERSITY,
ILARA-MOKIN, NIGERIA**

FACULTY: BASIC & APPLIED SCIENCES

DEPARTMENT: BIOLOGICAL SCIENCES

FIRST SEMESTER EXAMINATION

2018/2019 ACADEMIC SESSION

COURSE CODE: EMT 310

COURSE TITLE: ENTREPRENEURIAL STUDIES I

DURATION: 2 HOURS

HOD's SIGNATURE

NAME:.....

MAT. No:.....

INSTRUCTIONS Answer any three questions in all

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1. (a) Discuss the factors to consider while developing a business idea.
(b) List the characteristics of a free enterprise system.
(c) Write short note on detective controls.
2. (a) Discuss the social responsibilities towards different groups.
(b) Write short notes on Demand State and Marketing task.
(c) What are the traits of an Entrepreneur?
3. (a) Write short notes on the mnemonics used by banks before giving loans
(b) What are the importance of understanding your business environment?
(C) Explain various marketing approaches that you know.
4. (a) Discuss the financial and non-financial control systems
(b) What are the Features of a Business Environment?
(c) Discuss pricing strategies in marketing?
5. (a) Discuss various elements in a non-economic business environment.
(b) Explain the various types of internal and external fraud.
(c) Define the term "Business Environment".