

**DEPARTMENT OF CHEMISTRY  
SCHOOL OF NATURAL AND APPLIED SCIENCES  
FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA  
FIRST SEMESTER EXAMINATION 2012/2013 SESSION**

**COURSE CODE:** CHM 517

**COURSE TITLE:** ENTREPRENEURIAL STUDIES II

**UNITS:** 2

**TIME ALLOWED:** 2HRS

**INSTRUCTION:** ANSWER QUESTION ONE AND ANY OTHER TWO.

**CASE STUDY: BAKERY**

Mr. Oluwole owns a bakery in Paiko town. He explains that for the past months many of his customers refused to buy from him and preferred to buy from other shops with regular supply of bread which he cannot always assure. Some also mention that the bread is cheaper in other shops. He many times runs at only 50% of his capacity. He can produce 1000 loaves per day, but sometimes he has only flour to produce 500 loaves. His production costs are increasing per loaf produced at lower capacity. Mr. Oluwole also mentions that the supply of flour is difficult. He has very good relationships with his only supplier, a friend of his family for many years. But he is supplied with flour quite irregularly, so that he cannot make as many loaves as he could eventually sell. His friend blames the political situation and lack of own transport for the situation.

Mr. Oluwole says his bread is the best in town. He produces it according to his successful recipe since long time. Your market survey disclosed that the taste of his loaves is inferior to those of other bakery shops. Customers say it is old fashioned. But since the bakery is located in the neighborhood people still buy at Oluwole's shop. You found out that the stove for heating is outdated and the temperature control does not allow monitoring of the baking process.

The investment required exceeds Mr. Oluwole's financial possibilities. He also does not have enough liquidity to buy flour in bulk quantity for storage.

During the past months the profit decreased and he does not know what to do.

**TASKS:**

Q1 (a) Read through the case study and identify all problems mentioned by the client. Do not add any presumable problems.

(b) Arrange the problems in an order which reflects their cause – effect relation.

(c) Identify the problem which has the major impact on the overall performance of Mr. Oluwole's business.

Q2 (a) As a potential entrepreneur, discuss how you will use the problem solving cycle in the presence of a challenge.

(b) Discuss the elements of the marketing mix as instrument of the marketing strategy..

(c) List the potential draw backs of entrepreneurship.

Q3 (a) State the main functions and the basic items that are expected in a well written business plan.

(b) In setting GOALS what are the processes involved?

(c) Give four reasons why we need to develop entrepreneurial studies in our Institutions of Higher learning today.

Q4 (a) What do you understand by the term "Critical Success Factor"?

(b) Why is it necessary to carry out a Risk Analysis of your business? Outline the steps involved in carrying out a risk analysis.

(c) List the key elements for a successful communication.