



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
OCTOBER 2019_2 EXAMINATION
EXAM QUESTIONS

COURSE CODE: ENT409

CREDIT UNIT: 2

COURSE TITLE: RETHINKING TRADITIONAL OCCUPATION

TIME ALLOWED: 2 HOURS

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

2. Question number one (1) is compulsory and attracts 30 marks, while any other two questions attract 20 marks each

3. Present your answers to each question in a clear and orderly manner

1a. Using clear examples, define what traditional occupation is. (5marks)

1b. Explain briefly the features of traditional occupation in the ancient system. (5marks)

1c. Traditional occupation is said to have some disadvantages, clearly explain five of such disadvantages. (5marks)

1d. Enumerate the basic sources of business knowledge. (5marks).

1e. Cloth weaving is one of the major traditional occupations in Nigeria. Explain what it is and enumerate the various local fabrics associating them with their traditional makers in Nigeria. (5marks)

1f. What are the basic skills needed by an employee? (5marks)

2a. Clearly differentiate between market segmentation and market targeting. (10marks)

2b. What is the meaning of strategic management and what areas does it pay attention to? (10marks)

3. A number of reasons have been given why strategic management is important. List eight of those reasons. (20marks)

4a. Your organization needs to make a decision concerning an important aspect of its operations, highlight the stages in the decision making process. (10marks)

4b. What are the benefits of using committees in organizations? (10marks)

5. Enumerate and discuss the steps that are necessary in creative thinking. (20marks)

6a. Explain what a SWOT analysis is and state its objectives. (10marks)

6b. Enumerate the ways to achieve product definition and customization. (10marks)