



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2022_2 EXAMINATION

COURSE CODE: ENT 402

COURSE TITLE: MANAGEMENT OF CREATIVITY AND INNOVATION

TIME ALLOWED: 2 HOURS

COURSE UNIT: 2

INSTRUCTIONS: 1. Attempt Question 1 and Any Other 3 Questions

2. Question 1 Is Compulsory and Carries 25 marks while other questions carry 15 Marks Each

3. Present your answers in a clear and orderly manner

Question 1

a: Analyse the strengths, weaknesses, opportunities and threats of any listed company of your choice **(9mks)**

b: Otokiti, (2002) considered variety of ways in which management was defined by various writers and highlighted eight (8) features of management. Identify these features of management? **(12mks)**

c: Why are principles in Management useful? **(4mks)**

Question 2

Develop an inventory of Facts and Figures for an SMEs based on the knowledge acquired in this course. **(15MKS)**

Question 3

a: Needle (1994) identified reasons management engages in strategy formulation. Enumerate **(11marks)**

b: Management strategy contains a number of interrelated elements. Itemise. **(4marks)**

Question 4:

Explain the possible alternative methods in selecting a succession. **(15MKS)**

Question 5:

a. Highlight the main features of Total Quality Management (TQM) **5mks**

b. Identify the main problems associated with state intervention in innovation. **(10MKS)**
1mk for clear expression