



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2024 1 EXAMINATION**

**COURSE CODE: ENT 402**

**CREDIT UNIT: 2**

**COURSE TITLE: MANAGEMENT OF INNOVATION AND CREATIVITY**

**TIME ALLOWED: 2Hours**

**INSTRUCTION: 1. Indicate your Matriculation Number clearly**

**2. Attempt question number one (1) and any other two (2) questions**

**3. Question one (1) is compulsory and carries 30 marks, while the other questions carry 20 marks each.**

**4. Present all your points in a coherent and orderly Manner**

**QUESTION 1**

- a. Define Leadership in your words. [10 Marks]
- b. What would you perceive to be the functions of Leadership? [10 Marks]
- c. Expatiate with examples the characteristics of an effective leader [10 Marks]

**QUESTION 2**

- a Explicitly define Is Innovation. [5 Marks]
- b. What is invention? [5 Marks]
- c. Clearly the differentiate between innovation and invention. [10 Marks]

**QUESTION 3**

- a. Explain Marketing Mix. [10 Marks]
- b. Elaborate on the areas where technology has made an impact on marketing. [10 Marks]

**QUESTION 4**

- a. Who is an Entrepreneur? [5 Marks]
- b. The Entrepreneur is regarded as a separate factor of production. Discuss. [10 Marks]
- c. Enumerate the functions of an Entrepreneur. [5 Marks]

**QUESTION 5**

5. Write on the following styles of leadership:
- i. Autocratic or Authoritarian Leaders
  - ii. Bureaucratic Leaders
  - iii. Democratic or Participative Leaders
  - iv. Liaises-Faire or Free-Rein Leaders,
  - v. Benevolent-Autocratic Leaders [20 Marks]