



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2021_1 EXAMINATION

COURSE CODE: ENT 402

CREDIT UNIT: 2

COURSE TITLE: MANAGEMENT OF INNOVATION AND CREATIVITY

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 any points in a clearly and orderly manner

- 1a. Write notes on the following:
- i. Brand [4 Marks]
 - ii. Naming Product [4 Marks]
 - iii. Branding power [4 Marks]
 - iv. Promoting a Corporate Identity [4 Marks]
 - v. Maintaining Brand Values [4 Marks] [20 Marks]
- b. Explicate five (5) causes of changing attitude concerning personnel [2 Marks each] [10 Marks]
Total: [30 Marks]
- 2a. Explain five (5) reasons why Entrepreneur is regards as a separate factor of production [2 Marks each] [10 Marks]
- b. Outline ten (10) major aims of Centre for Management Development (CMD) [1 Marks each] [10 Marks]
Total: [20 Marks]
3. Discuss five (5) types of State Intervention in Innovation [4 Marks each] [20 Marks]
- 4a. Define Leadership [3 Marks]
- b. Elucidate five (5) characteristics of effective leadership [2 Marks each] [10 Marks]
- c. Outline Seven (7) functions of leadership [1 Marks each] [7 Marks]
Total: [20 Marks]
- 5a. Discuss three (3) key areas where technology has enhanced the production system [5 Marks each] [15 Marks]
- b. Highlight five (5) impacts of new technology on labour [1 Marks each] [5 Marks]
Total: [20 Marks]

GOOD LUCK.