



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2020_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. Elucidate five (5) options for succession in small business [10marks]
- b. Discuss eight (8) steps to be taken in preparing for a succession [10marks]
- c. Identify Nine (9) problems associated with management succession [10marks]
2. Write note on the following approaches to management strategy:
- i. Rational approach: [4marks]
- ii. Flexible approach [4marks]
- iii. Creative approach [4marks]
- iv. Behavioural approach [4marks]
- v. Incremental approach [4marks]
- 3a. Define Labour turnover [4marks]
- b. Discuss 6 ways how labour turnover can be analyzed and maintained [16marks]
- 4a. What do you understand by Productivity? [4marks]
- b. Elucidate three (3) technique used by management in production design [16marks]

- 5a. Define Management Strategy [3marks]
- b. Discuss three (3) main types of management strategy [12marks]
- c. Identify five (5) constraints to effective innovation strategy [5marks]