



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2021_2 EXAMINATION

COURSE CODE: ENT 411

CREDIT UNIT: 2

**COURSE TITLE: STRATEGIC THINKING, PROBLEM SOLVING AND
NEGOTIATION**

TIME ALLOWED: 2¹/₂ 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. Explain the PEST model analysis [10marks]**
- b. Describe the SWOT profile [12marks]**
- c. Clearly explain SWOT analysis limitations? [8marks]**
- 2a. Explain how you can identify strength and weaknesses in Business plan [10marks]**
- b. Describe in detail the best way to complete SWOT analysis? [10marks]**
- 3a Explain what you understand by Lateral thinking? [12marks]**
- b. Elucidate De Bono four main categories of Lateral thinking [8marks]**
- 4a Describe the characteristics of vertical marketing? [10marks]**
- b. Explain the characteristics of Lateral marketing [10marks]**
- 5a. What are the elements that influence the creation a fruitful ideation session? [10marks]**
- b. Explain the importance of vertical and horizontal linkages in fostering a win-win relationship in a business [10marks]**