



**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:**

- Highlight the main features of Total Quality Management (TQM) **5mks**
- Identify the main problems associated with state intervention in innovation. **(10MKS)**  
1mk for clear expression