



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION

COURSE CODE: ENT 415

CREDIT UNIT: 2

**COURSE TITLE: TECHNOLOGY ENTREPRENEURSHIP AND
INTELLECTUAL PROPERTY RIGHTS**

TIME ALLOWED: 2.5 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

Question 1

- a) Compare the Theories of entrepreneurship (Innovation and Entrepreneurship theory of Schumpeter (1934), Knowledge and Entrepreneurship Theory by Friedreich von Hayek (1945) and Opportunity and Entrepreneurship Theory by Peter Drucker (1985)) **5 marks**
- b) State in clear terms the assertions of Shinoj regarding SWOT **8 marks**
- c) list the three foremost strides which SWOT analysis involves. **3 marks**
- d) list and explain the Sources of Business Ideas. **9marks**
- e) What do you understand by knowledge and what is knowledge management? **5marks**

Question 2

As an entrepreneur, knowledge is deemed important to the growth and success of entrepreneurship. State and explicitly explain the knowledge types as identified by different scholars. **20 marks**

Question 3

- a) Discuss the term Knowledge Creation Model **5 marks**
- b) Explain BA theory and the Four different notions of BA theory according to the interaction in the SECI process. **15 marks**

Question 4

- a) Explain the four basic methods to classify measurement models for intellectual capital
- b) what are the elements of intellectual capital according to Sveiby (1997), Saint Onge (1996), and Bontis (1998)?
- c) Explain scoreboard model as a method to classify measurement models for intellectual capital.

20 marks