



NATIONAL OPEN UNIVERSITY OF NIGERIA

91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA

FACULTY OF MANAGEMENT SCIENCES

2023_1 POP EXAMINATION...

COURSE CODE: ENT 825

Credit unit:2

CREATIVITY, INNOVATION AND TECHNOLOGY IN ENTERPRISES

INSTRUCTION: Attempt any FOUR Questions

TIME: 2 ½ HRS

1. Entrepreneur are faced with several challenges during start up, growth and expansion, Discuss the challenges tech start-ups are likely to face and how to overcome them (17.5 marks)

2. Fund sourcing has become a critical expect of entrepreneur's success. In line with the above statement, identify and discuss the various challenges of fund sourcing for entrepreneurs (17.5 marks)

- 3a. Clearly explain the various ways of mitigating the challenges entrepreneurs face in sourcing for funds (10 marks)

- 3b. List and explain the reasons why most new ventures need funding (7.5 marks)

4. Motivation is seen as an element which drives the success of several business around the world. Discuss the various types of innovation you are familiar with (17.5 marks)

5. With the aid of diagram, discuss the 6 phases of dealing systematically with a new product development (17.5 marks)