



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2023 2 EXAMINATIONS**

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**Course Code: ENT 402**

**Course Title: Management of creativity and Innovation**

**Credit Unit: 2**

**Instructions:**

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20 marks each.**
- 4. Present all your points in coherent and orderly manner**

**Time Allowed: 2 Hours**

1. What is the concept of productivity? Discuss its techniques
  - A. What is Total Quality Management (TQM)?
  - B. What are the main features of (TMQ)?
  - C. How can employee performance on task be measured?
2. (A) If you were choosing a business mentor, who will it be and why.  
(B) Give a practical example of any innovation in Nigeria. Discuss
3. Discuss what "culture" means?
  - A. List and explain the four (4) Key variables of culture
  - B. Discuss the various types to state intervention and their problems
4. Discuss the concept of leadership
  - B. What supports effective leadership? Discuss
  - C. Identify and explain some characteristics of leadership, using the Traits approach.
5. (A) How does branding distinguishes a product from another?  
(B) Explain the impact new technology within an organisation.