



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2023 2 EXAMINATIONS_

Course Code: ENT 411

Course Title: STRATEGIC THINKING, PROBLEM SOLVING AND NEGOTIATION

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

- 1a. Analytical thinking is a thinking process required in making sound and informed decision. Discuss analytical thinking and its main activities.**
- 2. The SCAMPER method helps you to generate ideas for new products and services by encouraging entrepreneur ask different questions. Discuss.**
- 3. The fundamental part of every manager's role is finding ways to solve them. Discuss in details four basic steps in solving a problem.**
- 4a. Distinguished between corporate strategy and business unit strategy.**
- b. List four (4) pitfalls to watch for and avoid in strategic planning.**
- 5. Explain five (5) structural elements of innovative thinking.**