

**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2024 1 EXAMINATION**

**COURSE CODE: ENT 402**

**CREDIT UNIT: 2**

**COURSE TITLE: MANAGEMENT OF INNOVATION AND CREATIVITY**

**TIME ALLOWED: 2Hours**

**INSTRUCTION: 1. Indicate your Matriculation Number clearly**

**2. Attempt question number one (1) and any other two (2) questions**

**3. Question one (1) is compulsory and carries 30 marks, while the other questions carry 20 marks each.**

**4. Present all your points in a coherent and orderly Manner**

**QUESTION 1**

a. Define Leadership in your words. **[10 Marks]**

b. What would you perceive to be the functions of Leadership? **[10 Marks]**

c. Expatiate with examples the characteristics of an effective leader **[10 Marks]**

**QUESTION 2**

a Explicitly define Is Innovation. **[5 Marks]**

b. What is invention? **[5 Marks]**

c. Clearly the differentiate between innovation and invention. **[10 Marks]**

**QUESTION 3**

a. Explain Marketing Mix. **[10 Marks]**

b. Elaborate on the areas where technology has made an impact on marketing. **[10 Marks]**

**QUESTION 4**

a. Who is an Entrepreneur? **[5 Marks]**

b. The Entrepreneur is regarded as a separate factor of production. Discuss. **[10 Marks]**

c. Enumerate the functions of an Entrepreneur. **[5 Marks]**

**QUESTION 5**

5. Write on the following styles of leadership:

i. Autocratic or Authoritarian Leaders

ii. Bureaucratic Leaders

iii. Democratic or Participative Leaders

iv. Liaises-Faire or Free-Rein Leaders,

v. Benevolent-Autocratic Leaders **[20 Marks]**