



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

**COURSE CODE: ENT415** **CREDIT UNIT: 2**

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

**TIME ALLOWED: 3 HOURS**

**INSTRUCTION:** 1. Indicate your Matriculation Number clearly  
2. Answer Question One (1) & Attempt Any Other Two (2) Questions  
3. Question One (1) is Compulsory and carries 30 Marks. While Any Other Two (2)  
Answers Attract 20 Marks Each. With Total of 70 Marks

1. According to Peter Drucker (1985) Write a short note on Opportunity and Entrepreneurship Theory
2. Enumerate factors of innovation that can actually propel the entrepreneur to thrive well
3. Enumerate and discuss on the dimensions of technology entrepreneurship as explained
4. According to Sveiby (2004) and Malhotra (2003) enumerate and discuss Classification of Intellectual Capital. List and discuss the classification of intellectual Capital as asserted by Sveiby (2004) and Malhotra (2003)

QUESTION 5:

- 5a. Explain three (3) major mass communication media that are directed at groups of customers (9 marks).
- 5b. Discuss three (3) key strategic options open to organizations in forming channels of distribution (6 marks).