



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi – Abuja
FACULTY OF MANAGEMENT SCIENCES
2024 1 EXAMINATION

COURSE CODE: ENT 832

COURSE TITLE: CREATIVITY INNOVATION AND TECHNOLOGY IN ENTERPRISES

CREDIT UNIT: 2

- 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**

TIME ALLOWED: 2Hours

QUESTION 1

List and Explain the Business opportunities in creativity and technology. **[30 Marks]**

QUESTION 2

- a. Explain in details why creativity is important in business. [10 Marks]**
- b. How does innovation foster business organization? [10 Marks]**

QUESTION 3

- a. Clarify the concept of innovation to some confused undergraduate students? [5 Marks]**
- b. Describe the sources of innovation to an entrepreneur. [15 Marks]**

QUESTION 4

- a. - Explicate the stages of product life cycle to some visiting manufacturers. [10 Marks]**
- b. Expound the new product development process to some SIWES. [10 Marks]**

QUESTION 5

- a. Conceptually define creativity and state the dimensions of creativity [15 Marks]**
- b. Explain the characteristics of creativity. [5 Marks]**