



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2024_2 EXAMINATION

Course Title: Strategic Thinking And Problem Solving **Credit Units: 2**
Course Code: ENT 411
Class: B.Sc. Entrepreneurship
Time Allowed: 2 Hours
Instructions: Answer any three questions in all. Each question carries **23.33 marks**

Question One

In your own understanding, what is strategy? Discuss the levels of strategies that help organisations to move in the right direction.

Question Two

Strategic situation analysis comprises of the five (5) Cs, mention them and enumerate their attributes.

Question Three

SCAMPER is the best ideation method and idea selection that helps entrepreneurs in lateral thinking to explore new possibilities. Analyze the acronym and its variables.

Question Four

What do you understand by the acronym SWOT analysis? How useful is it in a business plan to identify the Strengths and Weaknesses of a business?

Question Five

What is lateral thinking? Explain its four main tools.