



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

1a. Write short note on Return on assets (ROA) method

1b. SWOT analysis can suggest accommodating viewpoints at any period of an exertion. Enumerate when to use swot.

2. Enumerate and discuss how to conduct SWOT analysis

3a. Enumerate the merit of swot analysis

3b. Enumerate and discuss sources of business idea

4. Enumerate certain factors of innovation that can actually propel the entrepreneur to thrive well.