



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi – Abuja
FACULTY OF MANAGEMENT SCIENCES
2024_2 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

- a. Writers have come up with several theoretical frameworks on entrepreneurship development. List and discuss vividly. **[15 Marks]**
- b. How does technological innovation affect the business enterprise in today's world? **[15 Marks]**

QUESTION 2

- a. Innovation refers to the transformation of creative ideas in a business (Njeri, 2017). . Expound. **[10 Marks]**
- b. According to OECD (2005) Oslo manual, there are four different types of innovation: discuss them. **[10 Marks]**

QUESTION 3

- a. Conceptually define creativity with reference to different scholars and state the dimensions of creativity. **[10 Marks]**
- b. Explain the characteristics of creativity. **[10 Marks]**

QUESTION 4

- a. Explain the content of a feasibility study. **[10 Marks]**
- b. Discuss the preparation of a feasibility study. **[10 Marks]**

QUESTION 5

- a. Elucidate the external surviving strategies available for entrepreneurial innovations. **[10 Marks]**
- b. Vividly-explicate the product life cycle with the aid of diagram. **[10 Marks]**