



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

COURSE CODE ENT 893

COURSE TITLE: ENTREPRENEURSHIP

TIME ALLOWED: 2HOURS

Instruction: 1. Attempt question number one (1) and any other two (2)

**2. Question number one (1) is compulsory and attracts 30 marks,
while any other two questions attract 20 marks each**

3. Present your answers any points in a clearly and orderly manner

QUESTION ONE CASE STUDY: The Guidewell Innovation Center at Lake Nona Medical Center on the outskirts of Orlando, Florida, is a 92,000-square-foot facility aimed at accelerating innovation within the healthcare industries. Guidewell, the parent company of Florida Blue, brings in outside companies to help with that innovation process. One of the features of the Innovation Center is its Collaborative Resource Ecosystem. Some of the center's strategic areas of focus are next-generation consumer engagement, computational health, well-being and human performance, digital health, and remote management, among other areas.

- a. How could Christensen's theory of disruptive innovation and jobs-to-be-done theory help guide Guidewell's mission? **10 Marks**
- b. What are the prevalent business models in the strategic areas for incumbent businesses? **10 Marks**
- c. What are opportunities for innovation for new companies? **10 Marks**

30 marks (10 marks each)

QUESTION TWO

- a. Entrepreneurs are adequately not aware and informed of the various traps that await him or her and also strategies avoid them. Obviously not all businesses will turn out to be very successful. Some will turn out to be successful while others will fail. Why? **10 Marks**
- b. For purposes of convenience and for understanding human relations are divided into different categories in management of enterprises, outline the factors and explain three. **10 Marks**

QUESTION THREE

- a. Entrepreneurial leadership is a mindset that emphasizes the strategic management of risk and dynamic, changing systems. Entrepreneurial leaders look for new opportunities and ways to innovate as individuals and as part of a team. Do you think entrepreneur possess any leadership traits. **10 Marks**
- b. In a real-life situation, the key problem faced by entrepreneur is how to identify business opportunities. It is not an easy task to identify a business opportunity given the proliferation of business in Nigeria. There is still a lot of room for new entrepreneurs only if they can be able to see clearly the opportunities that exist in the various sectors of the economy, discuss.

10 Marks

QUESTION FOUR

- a. Business opportunity in goods and services are classified to enable entrepreneur tie the knots of information together and take a bold decision on where to invest. Discuss from the perspective of entrepreneur and so also the trends in the economy the goods and services categories known to you.
- b. A major problem facing a start-up business is how to choose a good location. Identify the factors that determine the location of a business.

20 Marks