



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

COURSE CODE: ENT 402

COURSE TITLE: MANAGEMENT OF INNOVATION AND CREATIVITY

TIME ALLOWED: 2 HOURS

INSTRUCTIONS: 1. Indicate your Matriculation Number only
2. Attempt Question One (1) and Any other Two (2) in All
3. Question One (1) is Compulsory and Carries 30 Marks, while the other Two Carry 20 Marks each, Making a Total of 70 Marks
4. Present all your points in coherent and orderly manner

QUESTION ONE

- a. Explain the relationship between innovation, creativity and invention **5 marks**
- b. Enumerate the different types of innovation and explain them vividly. **10 marks**
- c. Identify the key problems that are associated with management succession in small businesses. **15 marks**

QUESTION TWO

Management strategy involves a consideration of the environmental changes which bring about new opportunities and threats. Analyse the common approaches for formulating strategy. **20 marks**

QUESTION THREE

Examine the concept of branding and determine the factors to consider when developing a brand. **20 marks**

QUESTION FOUR

- a. Identify the usefulness of the principles of management to an organization **10 marks**
- b. Highlight the eight features of management as indicated by Otokiti (2002) **10 marks**

QUESTION FIVE

Evaluate the relationship between the environment and innovation, viz-a-viz, the economy, the state, and culture **20 marks**