



**BOWEN UNIVERSITY, IWO  
(OF THE NIGERIAN BAPTIST CONVENTION)  
COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES (COMSS)  
BUSINESS ADMINISTRATION PROGRAMME  
B.Sc. BUSINESS ADMINISTRATION DEGREE  
2023/2024 FIRST SEMESTER EXAMINATION**

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**COURSE CODE:** BUS 307

**COURSE TITLE:** INNOVATION MANAGEMENT

**CREDIT:** 2

**TIME:** 2 HOURS

**INSTRUCTIONS:** ANSWER QUESTION 1 AND ANY OTHER 2 QUESTIONS

**DATE:** Tuesday 30<sup>th</sup> JANUARY 2024

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1a. Ideas they say rules the world but one of its instrumentalities is innovation. Given views in the literature what is innovation? (20 marks)

b. Mention and briefly explain any 5 purposes of innovation in a particular country like Nigeria. (10 marks)

2. Innovation management entails how it is generated, the challenges tackled, and the outcomes preserved, Discuss (20 marks)

3. Mention and briefly explain any 5 ways to source finances for innovation ideation generation to turn things around for the better in a given country. (20 marks)

4a. What is Intellectual Property Right as a way to protect innovations? (5 marks)

b. Briefly explain patency, copyright and trademarks as means of protecting innovative ideas. (15 marks)

5 Identify any sector or aspect of life in Nigeria and challenges there in or the changes being anticipated and come up with the innovative idea to make such a reality. (20 marks)