



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_1 EXAMINATION 1234

COURSE CODE: BUS 428

COURSE TITLE: Business Policy and Strategy 2

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other three (3) questions; four questions in all

3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.

4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2 ½ hours

1a. Clearly demonstrate your understanding of Strategic management

(15 MARKS)

1b. Arguably explain the dimensions of strategic decisions. **(10 MARKS)**

2a. Constructively explain the types of policies as classified by Koontz & O'donnel.

(8MARKS)

2b. State and discuss the functions of policies in organisations. **(7 MARKS)**

3 What are the differences among the three stages of corporate development?

(8 MARKS)

3b. Mention the characteristics of an effective evaluation system. **(7MARKS)**

4a Briefly explain the risks of strategic management. **(8 MARKS)**

4b. Outline the problems of strategic management. **(7 MARKS)**

5a. Differentiate between business policy and strategic management **(8 MARKS)**

5b. state the purpose of business policy. **(7 MARKS)**