



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI – ABUJA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2021_1 EXAMINATION

COURSE CODE: BUS898

CREDIT UNIT: 2

COURSE TITLE: BUSINESS POLICY

TIME ALLOWED: 2HRS

INSTRUCTIONS:

- 1. Attempt Question One (1) and any other two (2) questions**
 - 2. Question 1 carries 30 marks, while the other questions carry 20 marks each.**
 - 3. Present all points in coherent and orderly manner**
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1a. Discuss the historical perspective of the evolution of business policy. (10marks)

1b. Highlight the importance of business policy. (10marks)

1c. State the major differences between a policy and a strategy. (10marks)

2a. Enumerate the purposes of business policy. (10marks)

2b. Briefly explain the four (4) major sources of policies that you know. (10marks)

3a. Sound policies usually contain some features or characteristics. List five (5) characteristics and briefly explain them. (10marks)

3b. State the role of workers in policy formulation. (10marks)

4. Illustrate and Discuss Steiner's Pyramid of Business Policies. (20marks)