



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

COURSE CODE: BUS429

CREDIT UNIT: 3

COURSE TITLE: CORPORATE PLANNING

Time: 2 hours 30min.

Instructions:

- 1. Attempt question Number one (1) and any other three (3).**
- 2. Question number 1 is Compulsory and carries 25 marks, while the other questions carry 15 marks each.**
- 3. Present all your points in coherent and orderly manner.**

- 1a. Define the concept of planning
- 1b. Briefly explain five purposes of planning
- 1c. Identify and explain the process of planning
- 1d. List four misconception about planning
- 2a. List and explain the core areas of strategy
- 2b. Discuss elaborately the several benefits accrued from a sound and effective corporate planning.
- 3a. Mention the limitations of corporate planning
- 3b. Explain the following concepts as it relates to a business organisation
 - a. Objectives b. Strategies c. Rules
 - b. Policies e. Procedures
- 4a. List and explain the types of planning.
- 4b. Identify the steps involved in corporate planning.
- 5a. What is management by objectives?
- 5b. Identify the benefit and weaknesses of management by objectives.
6. Explain extensively the level of management in an organization