



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKWE EXPRESS WAY, JABI – ABUJA
FACULTY OF MANAGEMENT SCIENCES
APRIL/MAY 2020 EXAMINATION QUESTIONS

COURSE CODE: BUS 898

CREDIT UNIT: 2

COURSE TITLE: BUSINESS POLICY

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. Attempt question number one (1) and any other two (2) questions.**
- 2. Question number 1 carries 30 marks, while the other questions carry 20 marks each.**
- 3. Present all your points in coherent and orderly manner.**

Question 1 (Compulsory)

- a) List nine (9) Characteristics of a policy? **(9marks)**
- b) Briefly explain six (6) out of the (nine) 9 characteristics of a policy? **(12marks)**
- c) Briefly explain the four (4) major sources of policies that you know? **(9 marks)**

Question 2

- a) Discuss the major reasons for the formulation of organizational policies. **(5 marks)**
- b) Differentiate between policy and objective in business functional areas. **(15 marks)**

Question 3

- a) What makes a good policy? List them and briefly explain. **(20 marks)**

Question 4

- a) Define Strategic Decision -Making? **(5 marks)**
- b) Conventional Decision-making **(5 marks)**
- c) Mention the Ten (10) Schools of Thought on Strategic Formation? **(10 marks)**

Question 5

- a) In what sense does Peter Drucker coined the phrase **Age of Discontinuity?** **(5 marks)**
- b) Comment on the commonplace Pitfalls in environmental scanning. **(15 marks)**