



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

COURSE CODE: ENT411

CREDIT UNIT: 2

COURSE TITLE: STRATEGIC THINKING, PROBLEM SOLVING AND NEGOTIATION

TIME ALLOWED: 2 HOURS

Instruction: 1. Attempt question number one (1) and any other two (2)

2. Question number one (1) is compulsory and attracts 30 marks, while any other two questions attract 20 marks each

3. Present your answers to each question in a clear and orderly manner

Question 1: a). Explain what you understand by strategic thinking? *[5 Marks]*

b). What is the importance of strategic thinking to business growth? *[10 Marks]*

c). Identify **ten** possible pitfalls of strategic planning. *[10 Marks]*

d). Define corporate planning in the context of a business concern *[5 marks]*

[Total = 30marks]

Question 2: a). Discuss the 5C analysis of environmental scan as it relates to marketing decisions

[20 Marks]

Question 3:

a). Explain **five** characteristics of vertical marketing

[10 Marks]

b). Explain what you understand by strategic planning and the common challenges associated with its implementation. *[10Marks]*

Question 4:

a) Organizing skills are really a combination of Time Management and Self-Motivation. Describe five steps that support effective organizing skills *[10 Marks]*

b). Explain the limitations associated with SWOT analysis

[10 marks]

Question 5: write short notes on the followings:

i. Diversification strategy *[4 Marks]*

ii. Strategic Situation Analysis *[4 Marks]*

iii. Market Penetration *[4 Marks]*

iv. Market Development *[4 Marks]*

v. Product Development *[4 Marks]*

[Total = 20marks]