



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF MANAGEMENT SCIENCES  
PLOT 91, CADASTRAL ZONE,  
NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA  
2020\_1 EXAMINATION QUESTIONS**

**COURSE CODE: MBA820**

**COURSE TITLE: CORPORATE MANAGEMENT STRATEGY**

**CREDIT UNITS: 3**

**Time Allowed: 3 Hours**

**Instructions: 1. Attempt Question one and any other three (3) Questions.**

**2. Question 1 is compulsory and carries 25 marks**

**While the other 3 questions carry 15 marks each**

**3. Present all your points in coherent and orderly manner.**

1. (a) Discuss four factors that influence the formulation of a corporate mission statement.

**16 marks**

(b) What do you understand by the term grand strategy?

**9 marks**

2. Critically assess three ways through which strategic alternatives can be evaluated for selection

**15 marks**

3. Differentiate between Corporate Strategy and business strategy, operational strategy and functional strategy

**15 marks**

4. As a strategist, explain four operational factors you will focus in the process of internal analysis of a business

**15 marks**

5. Why is strategic evaluation important? Describe four activities that you will consider in strategic evaluation

**15 marks**

6. Evaluate the contributions and the limitations of the BCG matrix to corporate strategic choice.

**15 mark**