



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI – ABUJA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2021_2 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. Identify and explain various forms of organizational strategy. (15marks)

1b. Enumerate and discuss the various schools of thought on strategic formation. (15marks)

2a. Enumerate the function of Business policy in management. (10marks)

2b. Define Strategic Management and discuss elements in Strategic Management Process. (10marks)

3a. Enumerate the reasons for Testing the Strategic Alignment of the Organisation. (10marks)

3b. Trace the Birth of Strategic Management. (10marks)

4a. Discuss the Growth and Portfolio Theory. (10marks)

4b. Write short notes on the following:

- i. Organisational Resources
- ii. Organisational Behaviour
- iii. Strengths and Weaknesses
- iv. Synergistic Effects
- v. Competencies . (10marks)