NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_2 EXAMINATION
COURSE CODE: MBA 881
COURSE TITLE: Business Policy
CREDIT UNIT: 3
INSTRUCTION: 1. Indicate your Matriculation Number clearly
2. Attempt question one (1) and any other three (3) questions; four questions in all
3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.
4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½ Hours

1 (a)   Will you consider it essential to involve workers in policy formulation? Give adequate justification for your position.   (10 marks)

   (b)   What would you consider to be the major difference between policy and action?   (5 marks)

   (c)   Businesses exist in various forms on the basis of size, capital base, etc. Discuss fully.   (10 marks)

2   (a)   Management of organisations are saddled with diverse functions and responsibilities. Fully discuss any five.   (7.5 marks)

   (b)   What steps (any five of the steps) will you take as a Chief Executive Office of a multinational conglomerate to ensure effective policy implementation?   (7.5 marks)

3   (a) Strategy have been defined in different ways by different scholars. Establish the truism of this assertion with any five relevant examples.   (7.5 marks)

   (b) Organisational strategy exists in various forms and for diverse purposes. Discuss any five.

      (7.5 marks)

4   (a) There are diverse schools of thought on strategy formation. Discuss any five of such schools.

                                                      (10 marks)

   (b) What is your understanding of the concept of strategy?   (5 marks)

5. (a) With the aid of a well explained figure, demonstrate your understanding of each of the four phases in the strategic management process.   (6 marks)

   (b) The strategic management process consists of a number of discrete and identifiable activities that are performed in logical and sequential steps. Discuss fully.   (9 marks)