



**NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE NNAMDI AZIKWE EXPRESS WAY JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
JANUARY 2018 EXAMINATION QUESTIONS**

COURSE CODE: BUS 849

CREDIT UNITS: 2

COURSE TITLE: STRATEGIC MANAGEMENT

TIME ALLOWED: 2 hours

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

1.a. Strategic management has been defined in many ways by different authorities. Discuss this statement by giving five different definitions of strategic management. 15 marks

b. Critically explain the different components of strategic management process as proposed by Johnson and Scholes (1993). 15 marks

2. Explain with examples factors that constitute the external environment of an organization. 20 marks for any five fully discussed factors

3.a. Briefly explain what you understand by the acronym SWOT. 5 marks

b. Using National Open University of Nigeria as an example, discuss the strategies for managing the outcome of the SWOT analysis. 15 marks

4. Organizational politics play an important role in strategy implementation. Discuss how organizational internal politics can shape strategy implementation. 20 marks

5. Define and explain and five of the following: 20 marks

- a. Mission
- b. Profile
- c. Goals
- d. Objectives
- e. Vision
- f. Strategy
- g. Corporate Strategy