



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**JANUARY 2018 EXAMINATION**  
**EXAM QUESTIONS**

**COURSE CODE: ENT 411**

**CREDIT UNIT: 2**

**COURSE TITLE: STRATEGIC THINKING, PROBLEM SOLVING AND  
NEGOTIATION SKILLS**

**TIME ALLOWED: 2 HOURS**

**Instructions: 1. Attempt question number one (1) and any other (2) questions.**

**2. Question number 1 carries 30 marks, while the other questions  
carry 20 marks each.**

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

1. (a) Discuss any Five (5) Importance of Strategic Thinking to Business. **10 MARKS**

1. (b) Elaborate on any Five (5) Principles that can help unlock the potential Strategic.  
**10 MARKS**

1. (c) Executive teams can effectively program the —strategy setting aspect of innovative  
thinking into their business. Discuss. **10 MARKS**

2. (a) Discuss the Three (3) approaches to improve Strategic Thinking Skills.

**10 MARKS**

2. (b) There are many reasons Strategic Plans fail, but the following Five (5) challenges  
are among the most common. **10 MARKS**

3. (a) State Ten (10) Pitfalls to watch for and avoid in Strategic Planning. **10 MARKS**

3. (b) Most companies favor related diversification strategies in order to capitalize on  
synergies. Elaborate on these. **10 MARKS**

4. (a) Briefly explained Climate and Macro-Environmental Factors. **10 MARKS**

4. (b) Explain any of the Five (5) Effective Organising Skills. **10 MARKS**

5. (a) Elaborate on how to Identify Strengths and Weaknesses in a Business Plan.

**10 MARKS**

5. (b) Briefly explained Five (5) differences between the Strategic Thinkers and  
Conventional Thinkers. **10 MARKS**