



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
EXAMINATION 2018

COURSE CODE: FMS 428

COURSE TITLE: Business Policy and Strategy

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: 2½Hours

1a. Koontz and O'donnel classified policies on the basis of their source. State and explain these categories-

1b. Policy as a primary function of Administration should be accomplished with due regards to some certain principles, discuss these principles

2. The concept of business strategies as observed by Craig and Grant is said to have evolved over four main stages since the 1950s, Discuss these four stages of evolution of business policy.

3a. Summarize the key functions of business goals as presented by Daniel Robey.

3b. The essence of strategic management is to have a clear link between objectives, goals and missions which all define the purpose of the organization. With the aid of a table, show the relationship between objectives, goals and strategy factors

4. Steiner offered ten characteristics of good objectives. Explain these characteristics.

5. Discuss the mechanisms employed by medium and large scale organizations for identifying strategic objectives