



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI – ABUJA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2019_1 EXAMINATION

COURSE CODE: MBA820

CREDIT UNIT: 3

COURSE TITLE: CORPORATE STRATEGY

TIME ALLOWED: 2^{1/2} HOURS

INSTRUCTIONS:

- 1. Attempt Question One (1) and any other three (3) questions**
 - 2. Question 1 carries 25 marks, while the other questions carry 15 marks each.**
 - 3. Present all points in coherent and orderly manner**
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- 1a.** According to Thompson Jr. and Strickland (1987), the formulation of strategy goes through a process with some identifiable steps. Briefly discuss these steps. **(15 marks)**
- b.** Explain five (5) factors that influence the choice of a particular strategy. **(10 marks)**
- 2.** What is a mission statement? Briefly discuss five (5) benefits of a mission statement to an organization. **(15 marks)**
- 3.** Describe how SWOT analysis is carried out by a company. **(15 marks)**
- 4.** Identify and discuss the various forms of businesses that are represented in the BCG Matrix **(15 marks)**
- 5.** The Atumara Nig. Plc. is considering using an outside consultant to implement its newly formulated strategy; as an expert in strategic management, clearly enlighten the company on five (5) grave implications for the action it wants to take. **(15 marks)**
- 6.** Discuss the key human resources needs that are required to support a chosen strategy. **(15 marks)**