

**NATIONAL OPEN UNIVERSITY OF NIGERIA**

Plot 91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi - Abuja

**FACULTY OF MANAGEMENT SCIENCES**

**SECOND SEMESTER, 2018 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.**

**3. Question one (1) is compulsory and carries 25 marks**

**While the other questions carry 15 marks each**

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

**TIME ALLOWED: 2½ Hours**

1, a) Highlight and discuss the different types of business policy

b) Briefly discuss eight (8) characteristics of a good policy

2. Explain the various forms of strategies

3 Highlight and discuss the phases in the strategic management process\

4. Discuss four important characteristics of the business environment

5. List and explain five environmental factors that shape the business organization

6. Write short notes on the following; organizational resources, organizational Capability, competencies, strengths and weaknesses.

