



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
EXAMINATION 2022_2

COURSE CODE: ENT 410

CREDIT UNIT: 2

COURSE TITLE: CORPORATE DEVELOPMENT: MERGERS AND ACQUISITIONS

TIME ALLOWED: 2 HOURS

Instruction: 1. Attempt Question 1 and any 2 question

2.Question 1 carries 30marks while all other questions attract 20 marks each.

3. Present your answers any points in a clearly and orderly manner

Question 1

a) Discuss the term “product attributes and its attributes.

15 marks

b) Discuss packaging as one of the elements of a product

10marks

c) Highlight the importance of packaging to a product **5marks**

Question 2

Discuss with relevant reason why merger and acquisition has been used as a growth and development strategy. **20marks**

Question 3

Corporate development has become a widely debatable issue in today contemporary world, where organization growth and development are now tired down to it. Explain what you understand by corporate development and its techniques. **20marks**

Question 4

a) Strategy is an integral part of cooperate development,

What is strategy? Discuss its application to company development. **5marks**

b) List and explain 2 major types of strategy with their advantages for corporate development. **15marks**