



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE NNAMDI AZIKWE EXPRESS WAY JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION

COURSE CODE: BUS 849

CREDIT UNITS: 2

COURSE TITLE: STRATEGIC MANAGEMENT

TIME ALLOWED: 2 hours

- Instructions:**
- 1. Attempt question Number one (1) and any other two (2) questions**
 - 2. Question number 1 is compulsory and carries 30 marks while the other questions carry 20 marks each.**
 - 3. Present all your points in coherent and orderly manner.**

QUESTION ONE

- a. Outline the focus and scope of strategic implementation in organisations. (10 marks)**
- b. Identify and explain what separates the best managed organisations from the rest. (10 marks)**
- c. Define strategic planning in an organisation. (10 marks)**

QUESTION TWO

- a. Differentiate strategic management and strategy. (10 marks)**
- b. Outline the major tasks and methodologies involved in strategic planning. (10 marks)**

QUESTION THREE

- a. Define management control and management control system. How does strategy relate to control? (10 marks)**
- b. Identify and discuss the strategy making hierarchy known to you. (10 marks)**

QUESTION FOUR

- a. Discuss briefly the interactive effect of innovative and responsive leadership in strategy implementation. (10 marks)**
- b. Discuss briefly the strategic directions which an organisation may pursue. (10 marks)**

QUESTION FIVE

- a. Define business environment and state its relevance to the corporate strategist. (10 marks)**
- b. Explain strategy implementation. What is the role of divisional and functional managers in strategic implementation? (10 marks)**