



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION

Course Code: BUS 898

Course Title: BUSINESS POLICY

Credit Unit: 2

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

Time Allowed: 2 Hours

QUESTIONS

- (c) Critically explain the purpose of business policy 10marks

 - List and explain the characteristics of policy 10marks
 - Explain the four major sources of policies 10marks
- (a) What is the relationship between objectives policies and strategies 10marks

(b) State the uses of polices and explain them 10marks
- (a) Discuss management policy areas in a specified principal area 10marks

(b) What are the factors affecting environmental appraisal 10marks
- (a) What is strategic formation? 10marks

(b) List and explain the three main processes of strategic formation 10marks
- (a) What are the differences between policy and strategy 10marks

(b) Explain the roles and responsibility of the following execution 10marks

 - Role of consultant
 - Role of middle level manager
 - Role of executive assistant