



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

Course Code: ENT 411

Course Title: STRATEGIC THINKING, PROBLEM SOLVING AND NEGOTIATION

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 20 marks each.**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

Answer two (2) question and Question one (1) is compulsory for all.

1. Strategic planning is a process, an outcome, and, in its best form, a roadmap used by stakeholders throughout an institution to move the institution toward higher levels of achievement. Discuss in details the common challenges to strategic planning.
2. What is the importance of strategic thinking to business?
- 3a. what is SWOT analysis?
- b. Briefly explain the concept of SWOT analysis and its relevance in strategic planning.
4. Discuss in details how you can identify strengths and weaknesses in a business plan.
5. List and explain elements of strategic thinking.