



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

**Course Code: MBA881**

**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**

- (a) Explain the term organizational policy 10 marks

(b) Enumerate six purposes of formulating organizational policies 10 marks

(c) Mention and discuss the various forms of organization strategy 10marks
- (a) Define business policy and objectives 10marks

(b) Differentiate between policy and objectives 10marks
- (a) What is psychology of strategic management 10marks

(b) Enumerate five pitfalls faced while using environmental scanning 10marks
- (a) Define Strategy 10marks

(b) Explain information and technology driven strategy and compare this with knowledge adaptive strategy 10marks
- (a) Define mission 10marks

(b) Give brief explanations of each of these concepts: (a) stretch, (b) leverage, and (c) fit. 10 marks