



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2023 2 EXAMINATIONS\_**

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**Course Code: BUS 804**

**Course Title: STRATEGY AND STRUCTURE**

**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**

1. (a) State and explain 2 definitions of strategic planning.  
(b) Explain the importance of strategy to organization.  
(c) List and explain 5 limitations of strategic planning.
2. (a) List and explain the benefits of good planning?  
(b) State five limitation of strategic planning.
3. (a) What are the problems strategic planning raises for organization?  
(b) Explain the types of strategy.
4. (a) Critically enumerates the 3 types of diversification  
(b) Highlight and explain the basic function of strategy
5. (a) Enumerate in details guidelines for cultural change.  
(b) What are the benefits of corporate planning? Explain their limitation.