



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE NNAMDI AZIKWE EXPRESS WAY JABI-ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2023 2 EXAMINATIONS**

---

**COURSE CODE: BUS 849**  
**COURSE TITLE: STRATEGIC MANAGEMENT**  
**TIME ALLOWED: 2 hours**

**CREDIT UNITS: 2**

- 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. Differentiate strategy evaluation in single-business enterprise and diversified firms. (10 marks)
- b. Discuss briefly the nature of the environment. (10 marks)
- c. Outline why is strategic management important in an organisation? (10 marks)

**QUESTION TWO**

- a. Outline briefly the major responsibility of the strategic planning process. (10 marks)
- b. Outline the seven (7) main types of strategy and discuss any four of them. (10 marks)

**QUESTION THREE**

- a. Explain what you understand by organisation's mission, vision, profile, objectives, strategy and goal. (10 marks)
- b. Enumerate the major characteristics of a good mission statement. (10 marks)

**QUESTION FOUR**

- a. Identify and classify the possible ways for an organisation to outperform its competitive rivals. (10 marks)
- b. Explain the interactive effect of innovative and responsive leadership in strategy implementation. (10 marks)

**QUESTION FIVE**

- a. Explain briefly how policies help to enforce strategy implementation in an organization. (10 marks)
- b. Outline how to implement strategy-related policies and procedures in organisations. (10 marks)