


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

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

1. (a) What are the characteristics of a good mission statement. 10marks
(b) Explain 5 types of policy being followed in the business environment 10marks
(c) What are the uses of policies for management effectiveness 10marks

2. (a) What is the relationship between objectives policies and strategies 10marks
(b) State the uses of polices and explain them 10marks

3. (a) Discuss management policy areas in a specified principal area 10marks
(b) What are the factors affecting environmental appraisal 10marks

4. (a) What are the differences between policy and strategy 10marks
(b) Explain the roles and responsibility of the following execution 10marks
 - i. Role of consultant**
 - ii. Role of middle level manager**
 - iii. Role of executive assistant**

5. (a) What is strategic formation? 10marks
(b) List and explain the three main processes of strategic formation 10marks

- (i) Lamp selection (2 marks)
 - (ii) The use of quartz (2 marks)
 - (iii) Solvent and solvent selection including chlorinated, hydrocarbon and solvent containing unsaturation (4 marks)
- b.(i) What is photoexcitation and how can it be initiated (3 marks)
- (ii) What is quenching (1 mark)
- (iii) With suitable example, explain what is primary photochemical process (2 marks)
- (c) State the beneficial effect of sunlight in vitamin D production (1 mark)

Total = 15 mks

QUESTION THREE

- 3(a) Discuss photochemical reactions possible for alkene under the following,
- (i) Possible transition and characteristics of first excited state (3 marks)
 - (ii) Types of reactions possible and what they involve or signify (4 marks)
- b. What do you expect the thermodynamic stability of photochemical excited state of the following,
- (i) Medium sized organic compound (2 marks)
 - (ii) Transition metal complex (2 marks)
 - (iii) Triplet state (2 marks)
- c. State the electronic selection rule with respect to absorption of light (2 marks)

Total = 15 mks

QUESTION FOUR

- 4(a)(i) Define the following with respect to the fate of molecules relaxing from excited state
- (i) Fluorescence (2 marks)
 - (ii) Spontaneous emission (1 mark)
 - (iii) Stimulated emission (2 marks)
 - (iv) Laser emission (3 marks)
- b(i) How is electron promoted between HOMO and LUMO? Hence what is the requirement for the promotion and why is UV light called photochemical window (3 marks)
- (ii) Giving TiO_2 and a Ruthenium (II) complex as a representative of a d^0 and d^0 compounds respectively. Enumerate how UV absorption impart colour on them (4 marks)