



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_2 EXAMINATIONS

Course Code: MBA820

Course Title: CORPORATE MANAGEMENT STRATEGY

Credit Unit: 2

Instructions: 1. Indicate your Matriculation Number clearly

Attempt Question 1 and any other two (2) questions

Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20 marks each

Present all your points in coherent and orderly manner

Time Allowed: 2 Hours

EXAM QUESTION ONE

- 1a. Evaluate the impacts of technology on organizational structure? (10 marks)
- 1b. Explain at least ten (10) important principles in the analysis of a case material? (10 marks)
- 1c. Examine in details, factors that influence the choice of a particular strategy by the company? (10 marks)

- 2a. Explicate with clear justifications, five (5) key areas in which objectives should be set in terms of performance and results? (10 marks)
- 2b. Discuss organisational Policy, with lucid emphases on its nature and purposes? (10 marks)

- 3a. Make a tabular comparisons between Objective and Policy? (12 marks)
- 3b. Discuss the framework of forces driving industry competition (8 marks)

- 4a. List and explain five major sources of barriers to entry? (10 marks)
- 4b. Discuss the step by step process to be taken in strategic planning according to Pearce II and Robinson Jr., (1998) (10 marks)