

**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2024 / 1 EXAMINATION**

**COURSE CODE: BUS427**

**COURSE TITLE: BUSINESS POLICY AND STRATEGY I**

**INSTRUCTIONS: 1. Indicate your Matriculation Number clearly**

**2. Answer questions one (1) 25marks and any other three (3) questions 15marks each.**

**TIME: 2hrs 30mins**

- 1a.** Sound policies usually contain a combination of some certain characteristics. Discuss.  
**5Marks**
- 1b.** Explain the sources of Business policy. **10 Marks**
- 1c.** Explain the reasons for formulating business policy? **10 Marks**
- 2a.** Write notes on the followings:
- i.** Grand Strategy **4 Marks**
  - ii.** Functional Strategy **4 Marks**
- 2b.** Explain the interest that should be taken into consideration when engaging in a rational decision-making process. **7 Marks**
- 3a.** A triggered event is something that acts as a stimulus for a change in strategy. Explain the possible triggering events in an organisation? **6 Marks**
- 3b.** Explain the following steps that could be taken to improve the making of strategic decisions?  
**9 Marks**
- 4a.** Write notes on the followings:
- i.** Functional-Level Strategies **5 Marks**
  - ii.** Business-Level Strategies **5 Marks**
- 4b.** Explain the roles and responsibilities of top management in Corporate governance? **5 Marks**
- 5a.** Write notes on the followings, when developing a skill in a case study:
- i.** Diagnosing Problems **4 Marks**
  - ii.** Developing Alternative Solutions **4 Marks**
- 5b.** Explain the various elements involving in situation analysis? **7 Marks**