



**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**91, Cadastral Zone, Nnamdi Azikwe Express Way, Jabi-Abuja**

**FACULTY OF MANAGEMENT SCIENCES**

**2024 1 EXAMINATION-**

**Course Code: ENT 306**

**Course Title: MEASURING ORGANISATIONAL SUCCESS**

**Credit Unit: 2**

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

**2. Attempt Question 1 and any other 2 questions**

**3. Question 1 carries 30 marks while others carry 20 marks each**

**4. Present all your points in coherent and orderly manner**

**Time Allowed: 2 Hours**

**1a. Explain the concept of organization to a non-management person? 5marks**

**1b. How relevant are the fourteen principles of management in today's organisations? 25marks**

**2a. Why do people organize? 3marks**

**2b. Identify the sub-divisions of the formal structure of an organization . 5marks**

**2c. Define the term "organization structure" and its two perspectives. 12marks**

**3a.- Enumerate ten (10) various points that a dedicated manager, leader, or business owner that is interested in improving people's management skills should observe. 10marks**

**3b. Expatriate on five (5) types of overlay that should be present in a successful organization. 10marks**

**4. Organisations face array of problems such as management development, employees development and human resource management. Discuss 20 marks**

**5. Advertising and promotion play important roles in ensuring organizational success. Discuss. 20marks**