



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2024_2 EXAMINATION

COURSE CODE: BUS429

COURSE TITLE: CORPORATE PLANNING

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other three (3) questions; four questions in all

3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.

4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½Hours

1a. List the levels of management in an organisation and describe the activities in each of them.

10 Marks

1b. Discuss the function of management in any organisation. **8 Marks**

1c. Identify and explain the misconceptions about planning **7 Marks**

2a. Write short notes on the followings:

i. Corporate Planning **3 Marks**

ii. Strategic Planning **3 Marks**

iii. Corporate Strategy **3 Marks**

2b. Outline the Criticisms levelled against corporate planning **6 marks**

3a. When should a strategic plan be developed? **5 Marks**

3b. Distinguish between non-verifiable and verifiable objectives **10 Marks**

4. Write notes on the followings:

i. Strategies **3 Marks**

ii. Policies **3 Marks**

iii. Procedures **3 Marks**

iv. Rules **3 Marks**

v. Programmes **3 Marks**

5a. How can you use the following alternatives in evaluating plans in achieving organization “objective”

i. Quantitative and Qualitative Factors **3 Marks**

ii. Marginal Analysis **2 Marks**

5b. One of the attempts to make technological forecasting more accurate and meaningful is the Delphi technique. Discuss a typical process of the Delphi technique. **10 Marks**