



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi – Abuja  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2024\_2 EXAMINATION**

**COURSE CODE: BUS 849**

**COURSE TITLE: STRATEGIC MANAGEMENT**

**CREDIT UNIT: 2**

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

**2. Attempt question number one (1) and any other two (2) questions**

**3. Question one (1) is compulsory and carries 30 marks, while the other questions carry 20 marks each.**

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

**TIME ALLOWED: 2Hours**

**QUESTION 1**

- a. What do you understand by the word Strategic Management? **[8 Marks]**
- b. The success or failure of any business organization depends on its strategies, in view of the competitive environment. As a Consultant what should be your focus now and beyond. **[10 Marks]**
- c. What are the (i) general business environment and (ii) the industry environment considering when your organization intend to operate and produce their products in other countries? **[12 Marks]**

**QUESTION 2**

- a. Corporate restructuring is carried out to meet certain predetermined objectives. Explain the following defensive Strategies:
  - i. Joint Ventures
  - ii. Retrenchment
  - iii. Divestiture
  - iv. Liquidation**[12 Marks]**
- b. What are the Processes Involved in Strategic Planning? **[8 Marks]**

**QUESTION 3**

- a. In any organization of your choice, describe the role of strategy-related policies and procedures **[10 Marks]**
- b. Examine the role of leadership in strategy implementation. **[10 Marks]**

**QUESTION 4**

- a. Why would a corporate planner in the Nigerian food and beverage distribution sector be bothered about government policies? **[12 Marks]**
- b. What are the four (4) major dimensions of strategic planning and responsibility **[8 Marks]**