



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

Course Code: BUS 898

Course Title: BUSINESS POLICY

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20 marks each.**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

Question One

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|---|-------------------|
| a) Explain the concept of 'organisational capability'. | [5 Marks] |
| b) Describe environmental scanning. | [5 Marks] |
| c) Discuss Steiner's pyramid of business policies. | [10 Marks] |
| d) Explain how policies can be used for management effectiveness. | [10 Marks] |

Question Two

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|--|-------------------|
| a) Examine five (5) purpose of business policy in an organisation. | [10 Marks] |
| b) Differentiate between operational and functional strategies. | [10 Marks] |

Question Three

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| a) Critically examine the dimensions of strategic decision making. | [18 Marks] |
| b) Who is a strategist? | [2 Marks] |

Question Four

Explain the classification of the school of thoughts on strategy formulation according to Mintzberg.	[20 Marks]
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