



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

COURSE CODE: BUS427

COURSE TITLE: BUSINESS POLICY AND STRATEGY

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: 2½ Hours

EXAMINATION QUESTIONS

1. (a) Discuss Five (5) major differences between a Policy and a Strategy. **(10 Marks)**

1. (b) Enumerate on any Five (5) Issues in Strategic Decision-making. **(10 Marks)**

1. (c) Elaborate extensively what you understand by Interlocking Directorates. **(5 Marks)**

2. (a) Explain any Two (2) Role of the Board in Strategic Management. **(10 Marks)**

2. (b) Explain any Two (2) important Factors which influence the Financial Capability of any Organisation. **(5 Marks)**

3. (a) Explain any Five (5) Management Policy Areas with examples. **(10 Marks)**

3. (b) Policy comes to form one of the structures of organization. Elaborate?. **(5 Marks)**

4. (a) Explain the Five (5) Types of Business Policies. **(10 Marks)**

4. (b) Enumerate on any Two (2) Objectives of Business Policy. **(5 Marks)**

5. (a) Discuss any Two (2) of the reasons for Formulation of Organizational Policies.

(10 Marks)

5. (b) Write short note on Functional Level Strategy. **(5 Marks)**