



## **NATIONAL OPEN UNIVERSITY OF NIGERIA**

University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi – Abuja

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FACULTY OF MANAGEMENT SCIENCES**

**2025\_1 EXAMINATION...**

**COURSE CODE: BUS 428**

**COURSE TITLE: Business Policy and Strategy II**

**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**

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|-----|--|----------------|
| 1a) | List and explain the ten criteria for good objectives as given by Steiner  | <b>15marks</b> |
| 1b) | Define the concept ‘market penetration’  | <b>5marks</b>  |
| 1c) | There are five guidelines that indicate when market penetration may be used as an effective strategy. Enumerate.                     | <b>5marks</b>  |
| 2a) | Explain the five major functions of policy in an organization according to Ovuorie.  | <b>5marks</b>  |
| 2b) | What are the demarcating characteristics of a well stated corporate mission?   | <b>5marks</b>  |
| 2c) | Explain the concept of divestiture.  | <b>5marks</b>  |
| 3a) | What are the basic requirements for effective strategy evaluation?   | <b>10marks</b> |
| 3b) | Itemize the five strategy development tools that can assist managers in formulating strategies.                                      | <b>5marks</b>  |
| 4)  | Critically evaluate Michael Porter’s five forces model   | <b>15marks</b> |
| 5a) | Write short notes on the following:<br>(i) Merger<br>(ii) Joint venture<br>(iii) Acquisition or take-over<br>(iv) Strategic alliance | <b>10marks</b> |
| 5b) | Define business policy in the words of Christensen, Andrews and Bowers (1973)  | <b>5marks</b>  |