



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**

1a) List and explain the ten criteria for good objectives as given by Steiner **15marks**

1b) Define the concept ‘market penetration’ **5marks**

1c) There are five guidelines that indicate when market penetration may be used as an effective strategy. Enumerate. **5marks**

2a) Explain the five major functions of policy in an organization according to Ovuorie. **5marks**

2b) What are the demarcating characteristics of a well stated corporate mission? **5marks**

2c) Explain the concept of divestiture. **5marks**

3a) What are the basic requirements for effective strategy evaluation? **10marks**

3b) Itemize the five strategy development tools that can assist managers in formulating strategies. **5marks**

4) Critically evaluate Michael Porter’s five forces model **15marks**

5a) Write short notes on the following: **10marks**
(i) Merger
(ii) Joint venture
(iii) Acquisition or take-over
(iv) Strategic alliance

5b) Define business policy in the words of Christensen, Andrews and Bowers (1973) **5marks**