



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKWE EXPRESS WAY, JABI – ABUJA
FACULTY OF MANAGEMENT SCIENCES
2025_1 EXAMINATION...

COURSE CODE: BUS 898

CREDIT UNIT: 2

COURSE TITLE: BUSINESS POLICY

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. Attempt question number one (1) and any other two (2) questions.**
- 2. Question number 1 carries 30 marks, while the other questions carry 20 marks each.**
- 3. Present all your points in coherent and orderly manner.**

Question 1 (Compulsory)

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|--|-------------------|
| a) Explain the terms goals and objectives | (4 marks) |
| b) List and explain the four (4) roles of Objectives | (8 marks) |
| c) Explain six (6) Issues in Objective-Setting | (18 marks) |

Question 2

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|---|-------------------|
| a) What issues does business-level strategies addressed? | (8 marks) |
| b) The balance scorecard model requires an evaluation of organizational performance from four different perspectives. Highlight and explain these perspectives. | (12 marks) |

Question 3

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|--|-------------------|
| a) Discuss the five main objectives of business policy, which ensures delivery of service which the business was set up. | (10 marks) |
| b) Identify with explanation five (5) characteristics of sound policies for an organization | (10 marks) |

Question 4

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|--|-------------------|
| a) In a single-product company, corporate-level and business-level strategies are the same. Substantiate this statement. | (6 marks) |
| b) Objectives, as measures of organisational behaviour and performance, should possess certain desirable characteristics in order to be effective. Amplify this statement. | (14 marks) |

Question 5

Write short notes on the following

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|------------------------------|------------------|
| a) Market Environment | (5 marks) |
| b) Technological Environment | (5 marks) |
| c) Supplier Environment | (5 marks) |
| d) Economic Environment | (5 marks) |