



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)

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

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

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

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

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