



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

Course Code: ENT 411

Course Title: STRATEGIC THINKING, PROBLEM SOLVING AND NEGOTIATION SKILLS

Credit Unit: 2

Instructions: 1. Indicate your Matriculation Number clearly

2. Attempt Question 1 and any other 2 questions

3. Question 1 carries 30 marks while others carry 20 marks each

4. Present all your points in coherent and orderly manner

Time Allowed: 2 Hours

1a. Provide a comprehensive definition of strategic thinking, emphasizing its role in complex decision-making environments. (5 marks)

1b. Analyze the five elements of strategic thinking as outlined by Dr. Jeanne M. Liedtka, and evaluate how each element contributes to developing a cohesive strategic vision. (15 marks)

1c. Discuss in detail five ways strategic thinking can significantly impact business performance, including potential challenges and benefits. (10 marks)

2a. Delve into the five stages of innovative thinking, and critically assess how each stage contributes to overcoming barriers to innovation within organizations. (10 marks)

2b. Provide an in-depth explanation of market development, product development, and market penetration strategies. Illustrate their strategic applications and potential synergies in a competitive business context. (10 marks)

3a. Evaluate how PEST analysis can be strategically employed by organizations to anticipate and respond to macro-environmental factors. Provide specific examples of how these factors can influence competitive positioning. (12 marks)

3b. Critique the SWOT analysis framework by identifying three notable strengths and five significant weaknesses. Discuss how these factors can affect the reliability and utility of SWOT analysis in strategic planning. (8 marks)

4a. Define brainstorming in the context of group creativity techniques, and discuss its theoretical foundations and practical applications. (5 marks)

4b. Analyze the distinctions between individual and group brainstorming, including their respective advantages and limitations. Discuss the role of brainstorming as a method for generating innovative solutions and its impact on problem-solving efficacy. (15 marks)

5a. Provide an advanced definition of negotiation, incorporating its complexities and the dynamics of negotiation theory. (2 marks)

5b. Examine five sophisticated negotiation techniques, explaining how they can be effectively applied in high-stakes negotiations to achieve optimal outcomes. (15 marks)

5c. List and briefly describe six advanced techniques for negotiation, highlighting their strategic relevance and potential impact on the negotiation process. (3 marks)