**NATIONAL OPEN UNIVERSITY OF NIGERIA**

Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja

**FACULTY OF MANAGEMENT SCIENCES**

**SECOND SEMESTER, 2018 EXAMINATION**

**COURSE CODE: MBA 820**

**COURSE TITLE: CORPORATE STRATEGY**

**CREDIT UNIT: 3**

**INSTRUCTION: 1. Indicate your Matriculation Number clearly**

**2. Attempt Question one (1) and any other three (3) Questions.**

**3. Question one (1) is compulsory and carries 25 marks**

**While the other questions carry 15 marks each**

**4. Present all your points in coherent and orderly manner.**

**TIME ALLOWED: 2½ Hours**

1. (a) Based on the work of Thompson Jr. and Strickland (1987), discuss the process of strategy formulation.

(b.) Discuss the factors that influence the choice of a particular strategy by a company.

(c.) Highlight and explain the qualities of a good objective.

2. Discuss the benefits of strategy formulation and implementation

1. Explain the various forms of strategy
2. What do you understand by the term policy and what are the reasons for the formulation of organizational policies?
3. Explain fully the meaning of SWOT analysis. Why do you think that this tool is useful to an organization?
4. Identify and discuss the various forms of businesses that are represented in the BCG Matrix.