



NATIONAL OPEN UNIVERSITY OF NIGERIA
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-
ABUJA**
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
EXAMINATION 2019_2

COURSE CODE: BUS 429

COURSE TITLE: CORPORATE PLANNING

CREDIT UNIT: 3

INSTRUCTIONA: 1. Attempt question Number one (1) and any other three (3).
2. Question number 1 is compulsory and carries 25marks, while
The other questions carry 15 marks each
3. Present all your points in a coherent and orderly manner

TIME ALLOWED: 2 ½ Hours.

1a. What lessons would a good corporate planner draw from (a) Queuing theory; (b) Probability theory; (c) Breakeven analysis (d) Linear programming (15 marks)

b. What do you understand by the term corporate planning? Why do corporate plan fail and what can be done to ensure its success? (10marks)

2a. What are the managerial functions? Discuss them. (7marks)

b. In what fundamental way are the basic goals of all managers at all levels and in all kinds of enterprises the same? (8marks)

3a. How would you identify an organization's stated (real) objectives? What happens when an organization has conflicting objectives? (8marks)

b. Contrast traditional Objective setting and Real objective setting. (7marks)

4a. What does the benchmarking process involve? (5marks)

b. Differentiate between forecasting and planning premise. (5marks)

c. How effective is forecasting as a planning technique? (5marks)

5a Decision making is the primary task of the manager: Discuss. (5marks)

b. Describe well-structured problems and programmed decisions. (5marks)

c. List the steps involved in decision-making process. Briefly discuss each of them. (5marks)

6a. Compare Simulation with Marginal analysis. (8marks)

b. What explains the growing popularity of project management? (7marks)