



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1EXAMINATION

COURSE CODE: BUS 428

COURSE TITLE: Business Policy and Strategy 11

CREDIT UNIT: 3 Unit

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other three (3) questions; four questions in all

3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.

4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½Hours

1a. Write short note on the followings:

- i. Policy
- ii. Objective
- iii. Procedure
- iv. Informal Policy

1b. Outline the Elements and Processes involved in Business Policy.

1c. Explain the fundamental features of Business policy

(25marks)

2a. Explain the Key activities in the Strategic Management of an organisation.

2b. Identify and explain the disadvantages associated with the strategic management in an organisation. **(15marks)**

3a. According to Kroon (1993) the analysis of the external environment consists of an analysis of the international, macro-management and the market or task environment. Discuss.

3b. Examine the benefits and Limitations of SWOT analysis as instrument to strategy formulation and selection. **(15marks)**

- 4a. Outline the main differences between Strategy Formulation and Strategy Implementation.
- 4b. A pricing policy should fit with other company policies and strategies. Discuss. **(15marks)**
- 5a. Analyse the policy that regulate the company investment on fixed Assets and policy restraining current assets.
- 5b. A business organization is typically confronted by a number of specific areas of concern when defining its social responsibly. Clearly explain those areas of concern. **(15marks)**
- 6a. Explain the various Reasons why Business Ethical Behaviour is regarded as area of study.
- 6b. Outline the stages of the International development by the corporate organization. **(15marks)**