



NATIONAL OPEN UNIVERSITY OF NIGERIA

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

FACULTY OF MANAGEMENT SCIENCES

2020_2 EXAMINATION...

COURSE CODE: BUS 428

COURSE TITLE: Business Policy and Strategy II

CREDIT UNIT: 3

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: 2½ Hours

- 1a State the Principles of Policy making and their effects on organization effectiveness (13 Marks)
- 1b Write in detail on Key Activities in Strategic Management (12 Marks)
- 2) Explain what Strategy is and the main levels of strategy in a typical organization (15 Marks)
- 3a) What is the Purpose or Mission of an Organisation. Explain fully (8 Marks)
- 3b) Explain in detail why organization should have mission (7 Marks)
- 4) Write concise summary on the following:
 - a) SWOT Analysis (7 Marks)
 - b) Porters Five Forces Framework (8 Marks)
- 5) State and explain the difference between Strategy formulation and Strategy implementation (15 Marks)
- 6a) How do you understand the Process of Evaluating Strategies? (9 Marks)
- 6b) Critically Analyse the Process of Measuring Organizational Performance (6 Marks)