



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_2 EXAMINATION

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

(2marks each = 8marks)

1b. Outline the Elements and Processes involved in Business Policy. **(5 marks)**

1c. Explain the fundamental features of Business policy **(4marks)**

2a. Explain the Key activities in the Strategic Management of an organisation. **(5marks)**

2b. Identify and explain the disadvantages associated with the strategic management in an organisation. **(5marks)**

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. **(5marks)**

3b. Examine the benefits and Limitations of SWOT analysis as instrument to strategy formulation and selection. **(6marks)**

- 4a. Outline the main differences between Strategy Formulation and Strategy Implementation. **(7marks)**
- 4b. A pricing policy should fit with other company policies and strategies. Discuss. **(3marks)**
- 5a. Analyse the policy that regulate the company investment on fixed Assets and policy restraining current assets. **(3marks for fixed asset and 2marks for 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. **(4marks for each four identified)**
- 6a. Explain the various Reasons why Business Ethical Behaviour is regarded as area of study. **(5marks)**
- 6b. Outline the stages of the International development by the corporate organization. **(5marks)**