



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE NNAMDI AZIKWE EXPRESS WAY JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
2022_1 EXAMINATION.

COURSE CODE: BUS 849

CREDIT UNITS: 2

COURSE TITLE: STRATEGIC MANAGEMENT

TIME ALLOWED: 2 hours

- Instructions:**
- 1. Attempt question Number one (1) and any other two (2) questions**
 - 2. Question number 1 is compulsory and carries 30 marks while the other questions carry 20 marks each.**
 - 3. Present all your points in coherent and orderly manner.**

QUESTION ONE

- a. Explain the concept of strategic management and differentiate it from the concept of strategy. **(10 marks)**
- b. Explain the meaning of business and industry environment. **(10 marks)**
- c. Outline the focus and scope of strategic implementation in organisations. **(10 marks)**

QUESTION TWO

- a. Differentiate between strategy evaluation and management control system. **(10 marks)**
- b. Outline the five (5) basic techniques or approaches to management control. **(10 marks)**

QUESTION THREE

- a. State the major tasks and methodologies involved in strategic planning. **(10 marks)**
- b. Discuss the various strategic directions which an organisation may pursue. **(10 marks)**

QUESTION FOUR

- a. Outline your approach to the development of strategic planning in an organisation. **(10 marks)**
- b. Identify and discuss the strategy making hierarchy known to you. **(10 marks)**

QUESTION FIVE

- a. Identify and discuss four (4) main types of strategy formulation. **(10 marks)**
- b. Explain what you understand by corrective adjustment to a plan. How should an enterprise respond to changes in the environment? **(10 marks)**