



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION

Course Code: BUS 804

Course Title: STRATEGY AND STRUCTURE

Credit Unit: 2

Instructions: 1. Indicate your Matriculation Number clearly
2. Attempt Question 1 and any other two (2) questions
3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each
4. Present all your points in coherent and orderly manner

Time Allowed: 2 Hours

QUESTIONS

1. (a) List and explain the benefits of good planning? 10marks
(b) State five limitations of strategic planning. 10marks
(c) What are the problems strategic planning raises for organization? 10marks

2. (a) Plans of action as ways have two fundamental aspects of ends and means. Explain this word in terms of business plans. 10marks
(b) Outline the ingredients to successful planning and implementation. 10marks

3. (a) Critically discuss any three of the following 10marks
 - i. Forward integration
 - ii. Backward integration
 - iii. Horizontal integration
 - iv. Market development
(b) Explain the types of diversification in line with what stage to apply each of them. 10marks

4. (a) Identifying the risks involved in the delegation of power 10marks
(b) Discuss the three stages of strategy. 10marks

5. (a) Critically analyse the differentiation strategy in management strategy. 10marks
(b) Explain the process of departmentalization in an organization. 10marks