



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_2 EXAMINATIONS

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: 2 ½ hours

1a. How would you explain Business policy and strategy? **(15 MARKS)**

1b. Differentiate between policy, objective and procedure **(10 MARKS)**

2a. Mention the principles of policy making. **(8 MARKS)**

2b. Briefly discuss the elements and processes of business policy. **(7 MARKS)**

3. What are the differences between policy and strategy. **(8 MARKS)**

3b. Discuss the factors determining business policy **(7MARKS)**

4. Discuss the following:

-Strategic vision

-Corporate mission

-Objectives **(15 MARKS)**

5. Differentiate between strategy formulation and Implementation. **(8 MARKS)**

5b. Explain what a company strategy is? **(7 MARKS)**