



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE NNAMDI AZIKWE EXPRESS WAY JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
2023 2 EXAMINATIONS

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. What do you understand by SWOT analysis? Enumerate the process you may have to go through to be able to fill out SWOT matrix. (10 marks)
- b. State the major tasks and methodologies involved in strategic planning. (10 marks)
- c. Differentiate between strategy evaluation and management control system. (10 marks)

QUESTION TWO

- a. Explain the concept of strategic management and clearly differentiate it from the concept of strategy. (10 marks)
- b. Briefly discuss the interactive effect of innovative and responsive leadership in strategy implementation (10 marks)

QUESTION THREE

- a. Explain the concept of environmental analysis and internal environment of an industry. (10 marks)
- b. Enumerate the significance of internal politics on strategy implementation in a named organization (10 marks)

QUESTION FOUR

- a. What will you consider as the major yardsticks for making a strategic choice?. (10 marks)
- b. State very clearly how the leadership of an organisation can generate an organisation-wide commitment to strategy implementation and execution. (10 marks)