



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2024 1 EXAMINATION**

**COURSE CODE: BUS428**

**COURSE TITLE: BUSINESS POLICY & STRATEGY II**

**INSTRUCTIONS: 1. Indicate your Matriculation Number clearly**  
**2. Answer questions one (1) 25marks and any other three (3) questions 15marks each.**

**TIME ALLOWED: 2<sup>1/2</sup> Hours**

- 1a. Identify and explain the Features of Business Policy **10 Marks**  
1b. Identify and explain the various types of business policy **5 Marks**  
1c. How does an organisation develop a strategic vision? **10 marks**
- 2a. Explain the Key activities in Strategic Management. **6 Marks**  
2b. Discuss the functions of Strategic Management **9 Marks**
- 3a. Explain the growth or expansion strategies available to an organisation in their quest for growth. **5 Marks**
- 3b. Write notes on the followings:  
i. Market Penetration **5 Marks**  
ii. Market Development **5 Marks**
- 4a. Critically examine the basic policy to be determined in respect to Marketing Mix.in an organisation. **5 Marks**
- 4b. Explain the factors that are capable of influence the organisation to embark on Vertical integration. **10 Marks**
- 5a. Write notes on the followings:  
i. Company policy on regulation of investment in fix asset **4 Marks**  
ii. Policy Restraints on Current Assets **3 Marks**
- 5b. Explain the factors that influence the type of vendors a company will select in the course of their operation. **8 Marks**