



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF MANAGEMENT SCIENCES  
DEPARTMENT OF BUSINESS ADMINISTRATION**

**2024 1 EXAMINATION**

**Course Code: MBA820**

**Course Title: Corporate Management Strategy**

**Credit Unit 3 Credits**

**Instruction: 1. Indicate your Matriculation Number Clearly**

**2. Attempt Question 1 and any other three (3) questions**

**3. Question 1 is compulsory and carries 25 marks while the other 3 questions carry 15 marks each.**

**4. Present your points in coherent and orderly manner.**

**Time Allowed: 2 Hours 30Mins**

- 1a. Discuss the following
- i. GE Nine Grid
  - ii. Product life cycle
  - iii. Trade cycle analysis 10 marks
- b. Describe how managers should integrate technology and work design in the organizations 8 marks
- 1c. Enumerate the steps involve in the process of strategic planning 7 marks
- 2a. Discuss the following as the relevant strategies for managing conflicts from work 8 marks
- i. Non-monetary rewards
  - ii. Group activities
  - iii. Leadership and management
  - iv. Organizational process
- b. Outline the essential advantages of functional structure 7 marks
- 3a. Explain the four secondary activities that support the primary activities 10 marks
- b. Differentiate between quantitative and qualitative approaches evaluating internal factors 5marks
- 4a. Explain why managers should make comparison with competitors in an industry 8 marks
- b. Describe the necessary considerations in case analysis 7 marks
- 5a. Elaborate on the four steps to be taken when a business attempts to define its mission to incorporate the interest of these groups (claimants) 10 marks
- b. Give explanation for managers' comparison with past capabilities and performance 5marks