



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

COURSE CODE: BUS 427

CREDIT UNIT: 3

COURSE TITLE: Business Policy and Strategy 1

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: 2½ Hours

1a. What do you understand by the terms policy and business policy

1b. Differentiate between policy and strategy

1c. Why should business policy be created?

25 marks

2. Explain the following terms;

i. Evolution of business policy as a discipline

ii. Genesis of business policy

iii. Evolution of managerial policy

15 marks

3a. Discuss the importance of business policy

3b. What are the objectives of a business policy?

15 marks

4a. What is corporate strategy?

4b. Explain the characteristics of a policy

4c. Discuss the levels at which policy operates

15 marks

5. Discuss the forms of organizational strategy

6. Discuss the issues in strategic decision making

15 marks