



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

COURSE CODE: BUS849

COURSE TITLE: STRATEGIC MANAGEMENT

CREDIT UNIT: 3

TIME ALLOWED: 2 Hours

Instructions:

- 1. Attempt question one (1) and any other Two (2)**
- 2. Three (3) Questions in all (Question number one (1) is compulsory 30 marks, other Questions are 20marks each)**
 - 1. Present your answers or points clearly.**
 - 2. Do not write on the question paper.**

1. a. An organization's external environment comprises of factors (events, issues and facts) which can influence its performance, but over which the organization has little or no influence. Discuss **15marks**
b. i. Interpret the concept of strategic management.
ii. Mention and explain the strategic management components **15marks**
2. a. State and explain the key strategic options indicating various directions an organization can focus on **10marks**
b. As a manager in an organization, how do you respond to changing strategy conditions? **10marks**
3. Write notes on the following
 - a. SWOT Analysis **5marks**
 - b. Strategy **5marks**
 - c. Market Development **5marks**
 - d. Divestment, **5marks**
4. a. State and explain the strategies indicated by SWOT analysis? **8marks**
b. i. What do you understand by strategic choice? **3marks**
ii. Give a full account of the three elements (aspects) of strategic choice. **9marks**
5. Clearly highlight and explain the various forms under;
 - a. Integration Strategies **5marks**
 - b. Intensive strategies **5marks**
 - c. Diversification strategies **5marks**
 - d. Defensive strategies **5marks**