



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

**COURSE CODE: ENT411**

**CREDIT UNIT: 2**

**COURSE TITLE: STRATEGIC THINKING, PROBLEM SOLVING AND NEGOTIATION**

**TIME ALLOWED: 2 HOURS**

**Instruction: 1. Attempt question number one (1) and any other two (2)**

**2. Question number one (1) is compulsory and attracts 30 marks, while any other two questions attract 20 marks each**

**3. Present your answers to each question in a clear and orderly manner**

**Question 1:** a). Explain what you understand by strategic thinking? *[5 Marks]*

b). What is the importance of strategic thinking to business growth? *[10 Marks]*

c). Identify **ten** possible pitfalls of strategic planning. *[10 Marks]*

d). Define corporate planning in the context of a business concern *[5 marks]*

*[Total = 30marks]*

**Question 2:** a). Discuss the 5C analysis of environmental scan as it relates to marketing decisions

*[20 Marks]*

**Question 3:**

a). Explain **five** characteristics of vertical marketing

*[10 Marks]*

b). Explain what you understand by strategic planning and the common challenges associated with its implementation.

*[10Marks]*

**Question 4:**

a) Organizing skills are really a combination of Time Management and Self-Motivation. Describe five steps that support effective organizing skills

*[10 Marks]*

b). Explain the limitations associated with SWOT analysis

*[10 marks]*

**Question 5:** write short notes on the followings:

i. Diversification strategy *[4 Marks]*

ii. Strategic Situation Analysis *[4 Marks]*

iii. Market Penetration *[4 Marks]*

iv. Market Development *[4 Marks]*

v. Product Development *[4 Marks]*

*[Total = 20marks]*