



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF MANAGEMENT SCIENCES
PLOT 91, CADASTRAL ZONE,
NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA
2020_1 EXAMINATION QUESTIONS**

COURSE CODE: MBA820

COURSE TITLE: CORPORATE MANAGEMENT STRATEGY

CREDIT UNITS: 3

Time Allowed: 3 Hours

Instructions: 1. Attempt Question one and any other three (3) Questions.

2. Question 1 is compulsory and carries 25 marks

While the other 3 questions carry 15 marks each

3. Present all your points in coherent and orderly manner.

1. (a) Discuss four factors that influence the formulation of a corporate mission statement.

16 marks

(b) What do you understand by the term grand strategy?

9 marks

2. Critically assess three ways through which strategic alternatives can be evaluated for selection

15 marks

3. Differentiate between Corporate Strategy and business strategy, operational strategy and functional strategy

15 marks

4. As a strategist, explain four operational factors you will focus in the process of internal analysis of a business

15 marks

5. Why is strategic evaluation important? Describe four activities that you will consider in strategic evaluation

15 marks

6. Evaluate the contributions and the limitations of the BCG matrix to corporate strategic choice.

15 mark