



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

COURSE CODE: MBA881

COURSE TITLE: BUSINESS POLICY

CREDIT UNIT: 3

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. Explain the nature of organization policy

1b. What are the reasons for formulating organization policies

1c. Briefly discuss the types of policy you know? **25 marks**

2a. Discuss the objectives of business policy

2b. Discuss five characteristics of a policy **15marks**

3. Demonstrate your understanding on strategy formation, strategic evaluation and choice, strategic implementation and control

3b. Discuss the limitations of strategic management **15marks**

4. Discuss the roles of strategists in strategic management **15marks**

5. Write short note on the following:

- i. Business policy as a discipline
- ii. Genesis of business policy
- iii. Evolution based on managerial practices
- iv. Historical perspectives of the evolution of business policy
- v. Business strategy
- vi. Operational strategy
- vii. Grand strategy **15marks**

6. Write on the following:

- i. Strategic change
- ii. Knowledge adaptive strategy
- iii. competitive advantage
- iv. Growth and portfolio theory
- v. Marketing Revolution **15marks**