



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF MANAGEMENT SCIENCES
2024_2 EXAMINATION

COURSE CODE: BUS427

COURSE TITLE: BUSINESS POLICY

INSTRUCTIONS: 1. Indicate your Matriculation Number clearly

2. Answer questions one (1) 25marks and any other three (3) questions 15marks each.

TIME: 2hrs 30mins

1a. Explain the significant issues affecting organizational success and the decisions making process in long-run in an organization. **10 Marks**

1b. What makes a good policy? **10 Marks**

1c. Identify and explain examples of various types of policies? **5 marks**

2a. In Strategic Decision-Making, explain the various school of thoughts in strategy formulation. **8 Marks**

2b. Outline and discuss the element in strategy management Process? **7 Marks**

3a. Write notes on the followings:

i. Programs **2 Marks**

ii. Budgets **2 Marks**

iii. Procedures **2 Marks**

3b. Explain the areas in which a corporate organisation might establish its goals and objectives? **9 Marks**

4a. Discuss how an organisation manage its Strategic Planning Process? **5 Marks**

4b. Explain the following view points on the Social responsibility:

i. Friedman's Traditional view of Business Responsibility **5 Marks**

ii. Carroll's four responsibilities of Business **5 Marks**

5a. Write notes on the following:

i. Product Situation **3 Marks**

ii. Competitive situation **3 Marks**

iii. Distribution Situation **3 Marks**

5b. Explain the recommended Steps in Case Analysis. **6 Marks**