



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE NNAMDI AZIKWE EXPRESS WAY JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
2025_1 EXAMINATION...

COURSE CODE: BUS849

CREDIT UNITS: 2

COURSE TITLE: STRATEGIC MANAGEMENT

TIME ALLOWED: 2 hours

- Instructions:**
- 1. Attempt question Number one (1) and any other two (2) questions**
 - 2. Question number 1 is compulsory and carries 30 marks while the other questions carry 20 marks each.**
 - 3. Present all your points in coherent and orderly manner.**

QUESTION ONE

- a. Analyse Stacey (1991) and Mintzberg (1994) questioning of the traditional and well-established line of thinking about strategic planning and appraise the changing focus of the strategic planning thinking.
(10 marks)
- b. Discuss briefly the nature of the environment. **(10 marks)**
- c. Explain the concept of strategy. Why is strategic management important in an organisation?
(10 marks)

QUESTION TWO

- a. Outline briefly the major responsibility of the strategic planning process. **(10 marks)**
- b. Outline the seven (7) main types of strategy and discuss any four of them. **(10 marks)**

QUESTION THREE

- a. Explain what you understand by organisation's mission, vision, profile, objectives, strategy and goal. **(10 marks)**
- b. What will you consider as the major yardsticks for making a strategic choice? Explain.
(10 marks)

QUESTION FOUR

- a. Enumerate the major characteristics of a good mission statement. **(10 marks)**
- b. Outline the role of strategy-related policies and procedures in organisations. **(10 marks)**

QUESTION FIVE

- a. Differentiate the approaches to strategy evaluation in single-business enterprise and that of the diversified firms. **(10 marks)**
- b. Identify and discuss the role of organisation's response, innovation and politics in implementing strategy. Outline the action list for implementing strategy.
(10 marks)