



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELOW WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
JUNE/JULY, 2013 EXAMINATIONS.

Course Code: MBA820 **CREDIT UNIT: 2**
Course Title: Corporate Management Strategy
Time Allowed: 2 hours
Instruction: Attempt the compulsory question and two other questions making a total of three questions. The compulsory question carries 30 marks. All the other questions carry 20 marks each.

Question No. 1 (COMPULSORY)

1. There are various forms of organizational strategy according to Hill and Jones (2004).
Enumerate and discuss three forms of strategy you know.
2. In every organization there are organizational goals and personal goals of the employees. Discuss in detail the strategies an organization should adopt in the integration of organizational goals and personal goals to achieve corporate objectives.
3. Among other things, a corporate objective is aimed at achieving seven main objectives.
List and explain these seven objectives.
4. When an organization sets goals such goals largely serve as guides to corporate actions and operations. List six other functions of organizational goals.
5. According to Pearce and Robinson (1998), the forces of company goals, company philosophy and public image influence the formulation of corporate mission.
Write short notes on each of these three forces explaining the nature of their influence.



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OCTOBER 2013 EXAMINATION

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CREDIT UNIT: 2

COURSE TITLE: Corporate Management Strategy

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 No. 1 (COMPULSORY)

1. According to Thompson & Strickland (1987), the formulation of strategy follows structured and identifiable steps. Enumerate and explain the eight (8) steps in the formulation of corporate strategy.
2. List and explain seven factors that can influence the choice of a particular strategy in an organization.
3. Hill and Jones (2004) are of the opinion that feasible strategic alternatives should be judged against some identifiable criteria. Enumerate and explain six (6) of these criteria.
4. (a) Define organizational goals
(b) What are the functions of organizational goals?
5. (a) Why is it important to integrate personal goals of employees and organizational goals in a firm?
(b) Can an organization ever succeed without any set goals and objectives? Give explanation.