



NATIONAL OPEN UNIVERSITY OF NIGERIA  
11, ADEOLA OLUOBI JOINT, VICTORIA ISLAND, LAGOS  
SCHOOL OF MANAGEMENT SCIENCES  
6, COTTON/NOVEMBER ROAD, ENUGU

COURSE CODE: BUS 898

CREDIT UNIT: 3

COURSE TITLE: BUSINESS POLICY

TIME ALLOWED: 2 hrs

INSTRUCTIONS: 1. Attempt question number one (1) and any other (2) questions.  
2. Question number 1 carries 30 marks, while the other questions carry 20 marks each.  
3. Present all your points in coherent and orderly manner.

1. What are the main objectives of business policy (30 marks)
2. Discuss evolution based on managerial practices in business (20 marks)
3. Predict the future of business policy with regard to managerial practices  
(20 marks)
4. The paradigm shifts that dominate the development of the strategic management discipline are those of ad-hoc policy making. Discuss (20 marks).
5. Explain the five forms of organizational strategy (20 marks).



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**OCTOBER/NOVEMBER 2014 EXAMINATION**

**COURSE CODE: ENT428**

**CREDIT UNIT: 2**

**COURSE TITLE: BUSINESS POLICY**

**TIME ALLOWED: 2 Hours**

- INSTRUCTIONS:**
1. Attempt question Number one (1) and any other two (2).
  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

- 1) (i) Draw a comprehensive Model of Strategic Management Process. (10 marks)  
(ii) Discuss each phase of the elements in the process. (20 marks)
- 2) Objectives and policy together provide corporate guidelines for the operation and management of the organisation. Discuss 20 marks
- 3) Policy comes to form one of the structures of organization. Discuss 20 marks
- 4) The balance scorecard model requires an evaluation of organizational performance from four different perspectives. Name them with explanations 20 marks
- 5) What do you understand by the term organisational capability? Explain briefly its components. 20 marks



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**OCTOBER/ NOVEMBER 2014 EXAMINATION**

COURSE CODE: BUS 427

CREDIT UNIT: 3

COURSE TITLE: BUSINESS POLICY AND STRATEGY I

TIME ALLOWED: 2 HOURS

- INSTRUCTIONS:**
1. Attempt question number one (1) and any other (3) questions.
  2. Question number 1 carries 25 marks, while the other questions carry 15 marks each.
  3. Present all your points in coherent and orderly manner.

1. (a) Discuss the NOA Marketing Concept with examples.  
(b) With aided diagram explain the Working Model of Strategic Management Process.  
(c) Strategic management can depend upon the size of an organization, and the proclivity to change of its business environment. Discuss.
2. (a) Policies often differ in form depending on company size, industry, and length of time in business, policy documents generally contain certain standard components. Discuss.  
(b) Discuss the Steiner's Pyramid Policies.
3. (a) Explain the Management Policy Areas.  
(b) Since Policy formulation is not a guess work, certain definite steps are stipulated to be followed by decision makers when formulating new policies or modifying the existing ones. Explain.
4. (a) Lists and Discuss the Sources of Policy.  
(b) Explain the various forms of organizational Strategies..
5. (a) Elaborate on the Elements of Strategic Management Process.  
(b) Explain the Objectives of Business Policy.
6. (a) Explain the differences between Policy and Strategy.  
(b) Discuss the Phases of Strategic Management by citing an examples.