



**NATIONAL SCHOOL OF BUSINESS MANAGEMENT**

**BSc in Management Information Systems (Special) – 17.2/18.1**

**BSc (Hons) Software Engineering – 17.2/18.1**

**BSc (Hons) Computer Science – 17.2/18.1**

**4<sup>th</sup> Year 1<sup>st</sup> Semester Examination**

**22<sup>nd</sup> May 2021**

**BS401.3 - Business Policy and Strategy**

**Instructions to Candidates**

- 1) Answer only Five (05) questions.
- 2) Time allocated for the examination is three (03) hours and 30 minutes  
(Including downloading and uploading time)
- 3) Weightage of Examination: 60% out of final grade
- 4) Download the paper, provide answers to the selected questions in a word document.
- 5) Please upload the document with answers (Answer Script) to the submission link before the submission link expires
- 6) Answer script should be uploaded in PDF Format
- 7) Under any circumstances E-mail submissions would not be taken into consideration for marking. Incomplete attempt would be counted as a MISSED ATTEMPT.
- 8) The Naming convention of the answer script – Module Code\_Subject name\_Index No
- 9) You must adhere to the online examination guidelines when submitting the answer script to N-Learn.
- 10) Your answers will be subjected to Turnitin similarity check, hence, direct copying and pasting from internet sources, friend's answers etc. will be penalized.

**Select One Question From PART A and Answer Any Four Questions from PART B  
(Total: 20\*5 = 100 Marks)**

**PART A:**

1. State three (03) examples of a strategic vision statement and briefly describe the characteristics of an effectively worded strategic vision.
2. Describe the characteristics of an effectively worded strategic vision statement and common shortcomings in an organizations vision statement.

**PART B**

3. Briefly explain the characteristics and key elements of a “Mission” Statement.
4. What are organizations values, and how could they be linked with the organization’s vision?
5. Explain the following areas in relation to setting objectives in an organization briefly.
  - a. Purpose of setting objectives.
  - b. What are the well-stated objectives? Explain with examples.
6. Explain why objectives are needed for all levels of an organization and discuss the importance of top-down objectives.
7. Explain briefly what the operating and functional strategies of an organization are?

**---- END OF THE PAPER ----**