



**NATIONAL OPEN UNIVERSITY OF NIGERIA**

91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja

**FACULTY OF MANAGEMENT SCIENCES**

**EXAMINATION**

**Course Code: BUS428**

**Course Title: BUSINESS POLICY AND STRATEGY II**

**Credit Unit: 2**

**Instructions:**

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

**Time Allowed: 2 Hours**

- 1
  - a. What sense does the term Business policy make to you? What are the features of a good organizational policy?  
(8.5marks)
  - b. How important is the Business policy course to you?  
(8.5marks)
  - c. Differentiate between ethics and morality. Comment on the basic approaches to ethical behavior  
(13marks)
- 2
  - a. What steps would you suggest that your organization follow when formulating new policies or modifying the existing ones?  
(8marks)
  - b. Why do you think the idea of corporate social responsibility is strongly opposed in some quarters?  
(12marks)
- 3
  - a. How are policies formulated? (8marks)
  - b. What is the main focus of business level strategy?  
(12marks)
4. Clearly outline the steps you would follow in preparing a written case analysis. (20marks)
- 5
  - a. Differentiate between organization policy and strategy.  
(7.5marks)

b. Highlight the evolution stages of Multinational Corporations.  
(12.5marks)