



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
JANUARY/FEBRUARY 2013 EXAMINATION**

Course Code: MBA838 **Credit**
Units: 2

Course Title: Strategic Management

Time Allowed: 2 hours

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

1. There are many parts to strategic management. These parts are called strategic components.
Discuss three strategic management components you know.
2. There are three major reasons why an organization establishes objectives.
Discuss the three reasons in detail.
3. (a) Explain the meaning of Business Environment.
(b) Why is it necessary to carry out environmental analysis and diagnosis?
4. An organization's external environment comprise3s all the events, issues and facts which can
Influence its performance, but over which the organization has little or no control.
Explain the following factors in the external environment:
(a) Demographic factor
(b) Economic factor
(c) Cultural factor

5. Explain what is involved in the internal analysis and diagnosis of a company's operation.