



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, NNAMDI AZIKWE EXPRESS WAY, JABI – ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2020\_2 EXAMINATION QUESTIONS**

**COURSE CODE: BUS 804**

**CREDIT UNIT: 2**

**COURSE TITLE: STRATEGY AND STRUCTURE**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

- 1. Attempt question number one (1) and any other two (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.**

**QUESTION 1**

- (a) List seven (7) Properties of a ‘Good Vision statement’? (14marks)
- (b) Mention and explain the seven (7) Steps/Processes for Formulating a Vision? (14 marks)
- (c) List four (4) barriers of a Vision ( 2marks)

**QUESTION 2**

- (a) Discuss the Origin of Business Strategy? (5 marks).
- (b) What are the components of strategy and its functions? (10marks)
- (c ) Mention the main Stages of Strategies ?. (5 marks)

**QUESTION 3**

List and explain five (5) advantages and five (5) disadvantages of strategic planning in an organization (20 marks)

**QUESTION 4**

- (a) Define Corporate Planning ( 5marks )
- (b) List and explain five (5) guideline for effective planning( 10marks )
- (c) List five (5) benefits of Corporate planning ( 5marks)

**QUESTION 5**

Write concisely on any two (2) of the following.

- a) Role culture
- b) Task culture
- c) Passive and defensive culture

20Marks