



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
MARCH/APRIL 2016 EXAMINATION

SCHOOL OF MANAGEMENT SCIENCES

CREDIT UNIT: 2

COURSE CODE: ENT 329

COURSE TITLE: STRATEGIC MANAGEMENT

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

1. Attempt question number one (1) and any other two (2) questions.
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.

- Q1. a. List and explain 5 dimensions of strategic decisions.
 b. Briefly explain the characteristics of strategic management decision.
 c. State the reasons why strategic plans fail.
- Q2. a. Explain the term committee decision.
 b. Enumerate the benefits and limitations of committees.
- Q3. a. A useful technique for structuring market is market segmentation. Explain.
 b. Discuss the issues involved in strategy formulation up to implementation level.
- Q4. a. Define and explain corporate planning.
 b. Explain with examples basic corporate objectives.
 c. List the reasons why corporate planning fail.
- Q5. Write short notes on the following:
 a. Market development
 b. Product development
 c. Backward integration
 d. Forward integration