



**NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKWE EXPRESS
WAY
JABI - ABUJA**

**FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF ADMINISTRATION**

OCTOBER/NOVEMBER EXAMINATION 2016

COURSE CODE: BUS 849

COURSE TITLE: STRATEGIC MANAGEMENT

CREDIT UNIT: 2

TIME ALLOWED: 2 HOURS

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

- 1a. Critically evaluate Johnson and Scholes, (1993) model of strategic management process.
(15 marks)
- b. The organisation where you work or familiar with, wishes to implement a new strategy that has just been formulated. As an expert in the field of strategic management, you are required to educate management on the steps that are required to make the new strategy happen.
(15 marks)
2. Clearly enumerate the conditions that could make a company adopt the following strategies; joint venture, withdrawal, retrenchment, liquidation, and diversification.
(20 marks)
3. Explain five factors that influence the general environment of an organization.
(20marks)

4. Briefly explain the following terms as they relate to strategic management; mission statement, objectives, strategy and SWOT analysis. (20 marks)
5. Discuss five shortcomings of the BCG cell matrix. (20 marks)