



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, NNAMDI AZIKWE EXPRESS WAY, JABI – ABUJA.**  
**FACULTY OF MANAGEMENT SCIENCES**  
**OCTOBER / NOVEMBER 2016 EXAMINATION**

**COURSE CODE: BUS 428**

**COURSE TITLE: BUSINESS POLICY AND STRATEGY**

**COURSE UNIT: 2**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

1. Attempt question number one (1) and any other (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.

**QUESTIONS**

**1a.** What sense does the term Business policy makes to you? What are the features of a good organizational policy? **(8.5 marks)**

**1b.** How important to you is the Business policy course? **(8.5 marks)**

**1c.** Explain the distinction between ethics and morality. Comment on the basic approaches to ethical behavior. **(13 marks)**

**2a.** What steps would suggest that your organization follows when formulating new policies or modifying the existing ones? **(8 marks)**

**2b.** Why do think the idea **of** corporate social responsibility is strongly opposed in some quarters? **(12 marks)**

**3a.** How are policies formulated? **(8 marks)**

**3b.** What are the main focus of business level strategy? **(12 marks)**

**4.** Clearly outline the steps you would follow in preparing a written case analysis. **(20 marks)**

**5a.** Differentiate between organization policy and strategy. **(7.5 marks)**

**5b.** Highlight the evolution stages of Multinational Corporations. **(12.5 marks)**