



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MAY/JUNE 2012 EXAMINATION**

ENT 329: STRATEGIC MANAGEMENT (2 CR)
TIME ALLOWED: 2Hours

INSTRUCTION(S): Attempt any 3 question of your choice. Each question carries 23.3 marks. Present your answer legibly and logically using relevant examples.

1. What do you understand by the acronym SWOT? What are the benefits of SWOT analysis to business organizations? (23 .3 marks)
2. Write short notes on the following?
 - a. Strategic planning
 - b. Strategic formulation
 - c. Strategic implementations
 - d. Strategic evaluation and control (23.3marks)
3.
 - a. What do you understand by the term decision making in management?
 - b. List and discuss the process involved in decision making?(23 ½)
4. Explain the term corporate planning? Why do corporate plans fail and what can be done to ensure its success? (23.3marks)
5. Mention five advantages and five disadvantages of functional structures (23.3marks)