



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16, AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**SEPTEMBER/OCTOBER 2015 EXAMINATION**

**Course Code:** ENT329 **CREDIT UNIT:** 2

**Course Title:** STRATEGIC MANAGEMENT

**Time Allowed:** 2 Hours.

**Instructions:** 1. Attempt Question 1 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

**1.**

- a. What do you understand by the acronym SWOT?
- b. What are the benefits of SWOT analysis to business organisations?
- c. Identify and explain the three (3) major classifications of decision making. **30 MARKS**

**2.** Define the term 'committee'? What are the advantages derivable from the application of 'committees' in the day-to-day management of a business? **20 MARKS**

**3.** Discuss the importance of Strategic Management in line with recent research studies.  
Give any five reasons why Strategic Plans may fail. **20 MARKS**

**4.** List and explain the criteria for assessing Strategic Alternatives before a choice can be made. **20 MARKS**

**5.** List and discuss the characteristics of Strategic Management at Corporate, Business and Functional levels. **20 MARKS**