



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**Plot 91, Cadastral Zone, NnamdiAzikiwe Express**  
**Way, Jabi - Abuja**  
**FACULTY OF MANAGEMENT SCIENCES**  
**Month EXAMINATION 2018**

**COURSE CODE: BUS 804**

**COURSE TITLE:STRUCTURE AND STRATEGY**

**CREDIT UNIT: 3**

**INSTRUCTION: 1. Indicate your Matriculation Number clearly**

**2. Attempt question one (1) and any other three (3) questions; four questions in all**

**3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**

**4. Present all your points in a coherent and orderly Manner**

**TIME ALLOWED: 2½Hours**

1. (a) Show your understanding of the concept of 'Strategic Planning' and its Importance to Organizations. (7 marks).

(b) Define and underscore the need for Corporate Strategy in Organizations?.(7 marks).

(c ) Mention and explain the levels ofstrategies?. (7 marks).

(d) Mention the various Types ofStrategies ?. (4 marks)

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2. (a) Succinctly discuss the Origin of Business Strategy?. (7 marks).

(b) What are the components of strategy and its functions?. (5 marks)

(c) State the main Stages of Strategies ?. (3 marks)

3. (a) Identify the steps and benefits of Corporate planning (5 marks)

(b) Show your understanding of why corporate planning fails? (5 marks)

(c) What are the Features of Corporate Planning?. (5 marks)

4. (a) What is a 'Mission Statement' and its importance to organizations? (5 marks)

(b) What are the Properties of a 'Good Vision statement'?. (5 marks)

(c) What are the Steps/Processes for Formulating A Vision?. (5 marks).

5. (a) Discuss the concept 'organization Structure' and its significance?

(8 marks).

(b) Show your understanding of the concept 'Span of Control' pointing out the factors that affect an ideal span? (7 marks).

6. (a) What is an organizational culture? (5 Marks)

(b) Outline the factors that affect the development of organizational culture and their functions. (10 marks)