



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

COURSE CODE BUS838

CREDIT UNITS: 2

COURSE TITLE: STRATEGIC MANAGEMENT

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.

1. Carefully enumerate the different components of strategic management process.
2. Explain the concept of strategic management and clearly differentiate it from the concept of strategy.
3. Explain the factors that influence the general environment of an organization.
4. Briefly explain what you understand by SWOT analysis. Why do you think that it is necessary to an organization?
5. Explain in detail the BCG model of strategy evaluation.