



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS  
SCHOOL OF MANAGEMENT SCIENCES  
JANUARY/FEBRUARY 2013 EXAMINATION**

**Course Code: ENT 313.**

**Credit Unit: 2**

**Course Title: Corporate Planning.**

**Time Allowed: 2 Hours.**

**Instructions: 1. Attempt question number one (1) and any other two (2).**

**2. Question number 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**

**Question 1 (Compulsory)**

- (a) Explain the term Corporate Planning?
- (b) Identify the objectives of Corporate Planning.
- (c) List and discuss the core areas of Corporate Strategy.

**Question 2**

- (a) What is management?
- (b) List the various functions that managers perform in organizations.
- (c) Identify and explain the characteristics of the System Approach to management.

**Question 3**

- (a) Differentiate between Qualitative and Quantitative objectives in planning.
- (b) Mention and explain the various terms which are associated with planning.

**Question 4**

- (a) What is Decision Making?
- (b) Identify and explain the various steps involved in Decision Making.

**Question 5**

- (a) Differentiate between Strategic and Operational Plans
- (b) Identify 4 benefits of Management by Objectives
- (c) Mention the steps involved in using Delphi Technique for forecasting.