



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

COURSE CODE: BUS838

CREDIT UNIT: 2

COURSE TITLE: Strategic Management

TIME ALLOWED: 2 hours

Instructions: 1. Attempt question Number one (1) and any other two (2) questions

2. Question number 1 is compulsory and carries 30 marks while the

Other questions carry 20 marks each.

3. Present all your points in coherent and orderly manner

Question No. 1 (COMPULSORY)

1. There are factors in the external environment of every organization which affect

daily activities; These factors are outside the control of the organization.

Write short notes on the following five factors in the external environment;

- (i) Demographic factor
- (ii) Cultural factor
- (iii) Natural factor
- (iv) Economic factor
- (v) Political factor

2. (a) What IS "SWOT Analysis"?

(b) Why is SWOT Analysis essential for a firm that desires to achieve the set corporate

Objectives. Explain in detail the benefits.

3. (a) Opportunities and threats always exist in the environment of every organization;

Give a hypothetical example of an event that can serve as an opportunity for a firm to increase its profitability.

(b) Provide an example of a contingent eventuality that can lead to huge loss of revenue in an organization.

4. With regard to SWOT analysis operational strategies, write short notes on;

- (i) Maxi-maxi strategy
- (ii) Mini-maxi strategy
- (iii) Mini-mini strategy

5. (a) Define strategic management process.

(b) What is strategic analysis and how is it carried out in an organization?