



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
MARCH/APRIL 2016 EXAMINATION**

SCHOOL OF MANAGEMENT SCIENCES

COURSE CODE: BUS 898

COURSE UNIT: 2

COURSE TITLE: BUSINESS POLICY

TIME ALLOWED: 2HOURS

**INSTRUCTION(S): (i) Attempt Question ONE and any other TWO questions of your choice.
(ii) Present your answer legibly and logically using relevant examples**

Q1 → a) There is more to the meaning of policy than an expression of intent. Illuminate this statement

→ **b)** How would you define Business policy as a concept?

→ **c)** Discuss with the aid of appropriate diagramme, the truism that the resources, behaviour, strengths and weaknesses, synergistic effects and competencies of an organisation determines the nature of its internal environment.

Q2 → a) In a single-product company, corporate-level and business-level strategies are the same. Substantiate this statement.

→ **b)** Objectives, as measures of organisational behaviour and performance, should possess certain desirable characteristics in order to be effective. Amplify this statement.

Q3 → a) In what sense does Peter Drucker coined the phrase **Age of Discontinuity**?

→ **b)** Comment on the commonplace Pitfalls in environmental scanning.

Q4 → a) Would you agree with the argument that given the same environmental conditions, no two strategists or two organisations would appraise the environment in a similar fashion?

→ **b)** What issues make strategic decision-making is a complex process?

Q5 → a) What issues does business-level strategies addressed?

→ **b)** The balance scorecard model requires an evaluation of organizational performance from four different perspectives. Highlight and explain these perspectives.