



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
JULY 2017 EXAMINATION

Course Code: BUS428

Course Title: BUSINESS POLICY AND STRATEGY II

Credit Unit: 2

Instructions:

- 1. Attempt Question 1 and any other two (2) questions**
- 2. Question 1 is compulsory and carries 30marks while the other 2 questions carry 20marks each**
- 3. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

- 1
 - a. What sense does the term Business policy make to you? What are the features of a good organizational policy?
(8.5marks)
 - b. How important is the Business policy course to you?
(8.5marks)
 - c. Differentiate between ethics and morality. Comment on the basic approaches to ethical behavior
(13marks)
- 2
 - a. What steps would you suggest that your organization follow when formulating new policies or modifying the existing ones?
(8marks)
 - b. Why do you think the idea of corporate social responsibility is strongly opposed in some quarters?
(12marks)
- 3
 - a. How are policies formulated? (8marks)
 - b. What is the main focus of business level strategy?
(12marks)
4. Clearly outline the steps you would follow in preparing a written case analysis. (20marks)

- 5 a. Differentiate between organization policy and strategy.
(7.5marks)
- b. Highlight the evolution stages of Multinational Corporations.
(12.5marks)