



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16, AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**2013\_2 EXAMINATION**

**Course Code: ENT 428**

**Credit Unit: 2.**

**Course Title: BUSINESS POLICY**

**Time Allowed: 2 Hours.**

**Instructions: 1. Attempt Question 1 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. As a consultant to an enthusiastic small scale entrepreneur who does not understand the application of SWOT analysis. Advice on how the analysis is useful to his enterprise with the help of a typical SWOT matrix diagram. (30 marks)
2. Define a business Policy and discuss **six** main objectives in Business Organization. (20 marks)
3. Mention and explain the **five** forms of organizational strategy. (20 marks)
4. Draw working model of strategic management and state with explanations **four** elements of its process. (20 marks)
5. Differentiate between policy and objective in business functional areas. (20 marks)