



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

Course code: ENT 428  
Credit unit: 2  
Course title: BUSINESS POLICY  
Time allowed: 2 hrs  
Instruction: Attempt Question 1 and any two questions of your choice

**QUESTIONS:**

1. State and discuss the nature of “Business Policy”  
(30 marks)
  
2. Enumerate the purpose of business policy  
(20 marks)
  
3. How does the course business policy help in the organization and understanding of business environment  
(20 marks)
  
4. In what ways can you as a learner benefit in your personal life by studying Business Policy course  
(20 marks)
  
5. Examine the characteristics of business policy  
(20 marks)