



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

Course Code: BUS849

Course Title: STRATEGIC MANAGEMENT

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

1a. Explain clearly the strategic management process
(15marks)

b. Differentiate between corporate strategy, business strategy and functional strategy
(15marks)

2. Explain the following types of strategies; diversification, withdrawal, consideration, and market penetration.
(20marks)

3. Discuss five factors that influence the general environment of an organization
(20marks)

4. The organisation where you work or familiar with, wishes to implement a new strategy that has just been formulated. As an expert in the field of strategic management, you are required to educate management on the steps that are required to make the new strategy happen.
(20 marks)

5. Define and discuss the three elements of strategic choice.
(20 marks)

