



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**MAY/JUNE 2012 EXAMINATION**

MBA 720/820 CORPORATE MANAGEMENT STRATEGY

Time Allowed: 2 hours

Instruction: Attempt any 3 questions of your choice. Each question carries 23.3 marks. Present your answer legibly and logically using relevant examples.

1. Mention and discuss the various forms of organizational strategy.
2. What are the various types of organizational goals under the general model of organizational goals?
3. Name and discuss the various forces shaping competition in an industry.
4. Discuss the various threats that can affect organizational fortunes in the external environment.
5. State and explain different forms of relationships in an organization's internal environment.