



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
JUNE/JULY 2017 EXAMINATION

COURSE CODE: ENT 329

CREDIT UNIT: 2

COURSE TITLE: STRATEGIC MANAGEMENT

TIME ALLOWED: 2 HOURS

Instruction:

1. Attempt question number one (1) and any other two (2)
2. Question number 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.

Questions:

- (1) Define strategic management and explain why it has become important in today's organization. (30 marks)
- (2) How does strategic management typically evolve in an organization. (20 marks)
- (3) Why are strategic decisions different from other kind of decisions. (20 marks)
- (4) Define SWOT analysis and explain its advantages. (20 marks)
- (5) Briefly examine the main component of strategic management process. (20 marks)