



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS  
MARCH/APRIL 2016 EXAMINATION**

**SCHOOL OF MANAGEMENT SCIENCES**

**Course Code BUS 849**

**Credit Units: 2**

**Course Title: Strategic Management**

**Time Allowed: 2 Hours**

**Instructions: 1. Attempt Question one 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.
  - a. As a business scholar, critically examine the strategic model proposed by Johnson and Scholes (1993).
  - b. Define a Mission statement and enumerate the major characteristics of a good mission statement.
  - c. Briefly explain what you understand by SWOT analysis
2. What do you understand by the term strategy implementation? Elucidate clearly the process involved in strategy implementation.
3. Explain five factors that influence the general environment of an organization.
4. Define strategic choice and clearly discuss the three aspects of strategic choice
5. Explain in detail the components of BCG model of strategy evaluation and recommend the strategy you would adopt in each case.