



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16, AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**SEPTEMBER/OCTOBER 2015 EXAMINATION**

<b>COURSE CODE:</b>	<b>ENT313.</b>	<b>CREDIT UNIT: 2.</b>
<b>COURSE TITLE:</b>	<b>CORPORATE PLANNING.</b>	
<b>TIME ALLOWED:</b>	<b>2 HOURS.</b>	
<b>INSTRUCTIONS:</b>	<b>1. Attempt Question 1 and any other two (2) Questions.</b> <b>2. Question 1 is compulsory and carries 30 marks while the other 2 Questions carry 20 marks each.</b> <b>3. Present all your points in a coherent and orderly manner.</b>	

**Question 1 (Compulsory)**

- a) Discuss the interrelationship between Corporate Planning and Corporate Strategy.
- b) Identify and discuss the basic steps involved in Corporate Planning.
- c) Mention and explain the core areas of Corporate Strategy.

**Question 2**

- a) Identify and discuss the universal doctrines upon which the practice of management is hinged on.
- b) Identify and discuss the managerial roles in an organization.

**Question 3**

Identify and explain the related terms to planning that are normally established for the purpose of achieving organisational mission.

**Question 4**

- a) Explain decision making
- b) Mention and discuss the decision making conditions in management.
- c) What are the three approaches involved in selection of alternatives in decision making?

**Question 5**

- a) Differentiate between Strategic Plans and Operational plans.
- b) Identify FOUR benefits of Management by Objectives
- c) Mention the steps involved in using Delphi Technique for forecasting.