



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

Course Code: BUS898

Course Title: BUSINESS POLICY

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

1. (a) An enthusiastic small scale entrepreneur who does not understand the application of SWOT analysis requires you to advice on how the analysis is useful to his enterprise with the help of a typical SWOT matrix diagram.

Discuss the simple usage of SWOT and the benefits of the analysis.

20marks

- (b) State five main objectives of business policy, which ensures delivery of service which the business was set up.

5marks

- (c) Identify with explanation any five sound policies that usually contain a combination of the following characteristics of an organization.

5marks

Total 30marks

2. Objectives play an important role in strategic management in an organization. Identify the various facets.

20marks

3. "The performance management system called balanced scorecard, developed by Robert S. Kaplan and David Norton of Harvard Business School, seeks to do away with the undue emphasis on short-term financial objectives and seeks to improve organizational performance by focusing attention on measuring and managing a wide range of non-financial, operational objectives." Discuss Balanced Scorecard Approach to Objectives-setting as an evaluation of organizational performance from four different perspectives.

20 marks

4. What are strategy levels? Briefly discuss them. What is the relationship between corporate level strategy and other levels of planning? 20 marks
5. Differentiate between policy and objective in business functional areas. 20 marks