



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MARCH, 2014 EXAMINATION**

COURSE CODE: MBA820

CREDIT UNIT: 2

COURSE TITLE: Corporate Management Strategy

TIME ALLOWED: 2 hours

Instructions: 1. Attempt question Number one (1) and any other two (2) questions

2. Question number 1 is compulsory and carries 30 marks while the

other questions carry 20 marks each.

3. Present all your points in coherent and orderly manner

Question No. 1 (COMPULSORY)

1. The formulation of corporate strategy has eight (8) steps. Enumerate and explain each of the eight steps.
2. List and explain seven factors that can influence the choice of a particular strategy in an organization.
3. Hill and Jones (2004) are of the opinion that feasible strategic alternatives should be judged against some identifiable criteria. Enumerate and explain six (6) of these criteria.
4. (a) Define organizational goals
(b) What are the functions of organizational goals?
5. (a) Why is it important to integrate personal goals of employees and organizational goals in a firm?
(b) Can an organization ever succeed without any set goals and objectives? Give explanation.

