



**NATIONAL OPEN UNIVERSITY OF NIGERIA**

Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja

**FACULTY OF MANAGEMENT SCIENCES**

**2020\_2 EXAMINATION...**

**COURSE CODE:** BUS 427  
**COURSE TITLE:** BUSINESS POLICY AND STRATEGY 1  
**CREDIT UNIT:** 3  
**INSTRUCTION:** 1. Indicate your Matriculation Number clearly  
2. Attempt question one (1) and any other three (3) questions; four questions in all  
3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.  
4. Present all your points in a coherent and orderly Manner  
**TIME ALLOWED:** 2½ Hours

**EXAMINATION QUESTIONS**

1. (a) Discuss the Recommended Five (5) Steps in Case Analysis. 10 Marks.  
(b) Write short notes on Genesis of Business Policy. 5 Marks  
(c) Elaborate on any Four (4) of the specified principal areas of Management Policy. 10 Marks.
2. (a) Kindly discuss Four (4) Forms of Business ownership. 10 Marks.  
(b) Briefly, discuss the Purpose of Policies. 5 Marks.
3. (a) State any Seven (7) Features of Business Policy. 7 Marks  
(b) Explain the various Types of Management Functions. 8 Marks.
4. (a) Briefly, State Five (5) differences between Policy and Strategy. 5 Marks  
(b) According to Hill & Jones (2004), briefly discuss any Four (4) various Forms of Strategies. 10 Marks.
5. (a) Kindly, State Five (5) Reasons why Business Policy was created. 5 Marks  
(b) Elaborate on any of the Four (4) Issues in Strategic Decision-making. 10 Marks
6. (a) Write Short notes on the Military Theorist and Strategic Intent. 5 Marks.  
(b) Elaborates on any Five (5) Features of Mission Statement. 10 Marks.