



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS  
SCHOOL OF MANAGEMENT SCIENCES  
JANUARY/FEBRUARY 2013 EXAMINATION**

**Course Code: MBA820    Credit Units: 2**  
**Course Title: Corporate Management Strategy**

**Time Allowed: 2 hours**

**Instructions: 1. Attempt question number one (1) and any other two (2).**

**marks each. 2. Question number 1 is compulsory and carries 30 while the other 2 questions carry 20 marks**

**3. Present all your points in coherent and orderly manner.**

**Questions:**

**(Compulsory question)**

**1. (a) What is “Organizational Mission” as defined by Hills and Jones (2004)?**

**(b) What are the three main components of organizational mission?**

**2. A corporate mission according to King and Cleland (1978) is normally designed to**

**Accomplish seven main objectives. What are these seven objectives?**

**3. Formulation of a mission begins with the beliefs, desires and aspirations of a single**

**entrepreneur. The sense of mission by such an owner-manager is usually based on**

**six fundamental elements. Outline these elements that serve as encouragement to the entrepreneur.**

**4. (a) What is the meaning of Organizational Goals?**

**(b) List, at least, five functions of organizational goals.**

**5. Discuss in detail how an organization can achieve its objectives by the integration of**

**personal goals and organizational goals.**