



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELOW WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
JUNE/JULY, 2013 EXAMINATIONS.**

Course Code: MBA838

Course Title: Strategic Management

Time Allowed: 2 hours

Instruction: Attempt the compulsory question and two other questions making a total of three questions. The compulsory question carries 30 marks. All the other questions carry 20 marks each.

Question No. 1 (COMPULSORY)

1. (a) Define Strategic Management in your own words..
(b) Strategic components are the parts that constitute strategic management. Identify three strategic management components and discuss them.
2. Generally speaking, an organization has no control over the factors in its external environment. Explain the following three factors in an organization's external environment.
 - (a) Political factor
 - (b) Natural factor
 - (c) Economic
3. (a) What do you understand by "Business Environment"?
(b) What is the usefulness of carrying out environmental diagnosis?
4. An organization can operate successfully without setting any objectives. Discuss this point exhaustively stating clearly the advantages of setting objectives by an organization.
5. There are many forces operating in the external environment of every organization. Write short notes on the following four forces as identified by Wendy Robson:
 - (a) Socio-cultural forces
 - (b) Economic forces
 - (c) Technological forces
 - (d) Legal forces