



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_2 EXAMINATION...

Course Code: BUS 898

Course Title: Business Policy

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

- 1a) Clearly explain in detail the concept of Formulation of Policy (5 Marks)**
- 1b) How does an organization use Policies for Management Effectiveness? (15 Marks)**
- 1c) State and explain the key elements in Strategic Management Process (10 Marks)**
- 2 The purpose of Strategy evaluation is to make choice of strategy for implementation. Discuss? (20 Marks)**
- 3) The key to long term success of any organisation is dependent on its Competitive advantage. Explain fully. (20 Marks)**
- 4a) Write and explain the Characteristics of Corporate Objectives (20 Marks)**
- 5a) What are the Key Performance Indicators (KPIs) in Organisational settings? (15 Marks)**
- 5b) Write fully how you understanding Environmental Scanning explain the main factors. (5 Marks)**