



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
JANUARY 2018 EXAMINATION
EXAM QUESTIONS

COURSE CODE: ENT 411

CREDIT UNIT: 2

**COURSE TITLE: STRATEGIC THINKING, PROBLEM SOLVING AND
NEGOTIATION SKILLS**

TIME ALLOWED: 2 HOURS

Instructions: 1. Attempt question number one (1) and any other (2) questions.
2. Question number 1 carries 30 marks, while the other questions carry 20 marks each.
3. Present all your points in coherent and orderly manner.

1. (a) Discuss any Five (5) Importance of Strategic Thinking to Business. **10 MARKS**

1. (b) Elaborate on any Five (5) Principles that can help unlock the potential Strategic. **10 MARKS**

1. (c) Executive teams can effectively program the —strategy setting aspect of innovative thinking into their business. Discuss. **10 MARKS**

2. (a) Discuss the Three (3) approaches to improve Strategic Thinking Skills. **10 MARKS**

2. (b) There are many reasons Strategic Plans fail, but the following Five (5) challenges are among the most common. **10 MARKS**

3. (a) State Ten (10) Pitfalls to watch for and avoid in Strategic Planning. **10 MARKS**

3. (b) Most companies favor related diversification strategies in order to capitalize on synergies. Elaborate on these. **10 MARKS**

4. (a) Briefly explained Climate and Macro-Environmental Factors. **10 MARKS**

4. (b) Explain any of the Five (5) Effective Organising Skills. **10 MARKS**

5. (a) Elaborate on how to Identify Strengths and Weaknesses in a Business Plan. **10 MARKS**

5. (b) Briefly explained Five (5) differences between the Strategic Thinkers and Conventional Thinkers. **10 MARKS**