



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MARCH 2014 EXAMINATION**

**COURSE CODE: ENT 313
UNIT: 2**

CREDIT

COURSE TITLE: CORPORATE PLANNING

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.

Question 1 (Compulsory):

- a) Identify and discuss reasons for basing performance on targets.
- b) Differentiate, with concrete examples, between goals and objectives.
- c) What is the rationale for organizational planning?

Question 2

- a) Discuss the importance of Corporate Strategy.
- b) Outline measures that can ensure good Corporate Planning.

Question 3

- a) Discuss, with appropriate diagram indicating their levels in management hierarchy, Strategic Planning and Operational planning
- b) Explain the term Management by Objectives

Question 4

Decision making is not organizational planning but is necessary to complement planning.

Discuss

Question 5

- a) Differentiate between planning and decision making.
- b) Identify and explain the various necessities for achieving organizational purpose.