



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
MARCH/APRIL 2016 EXAMINATION
SCHOOL OF MANAGEMENT SCIENCES**

Course Code: BUS 804

Credit Units: 2.

Course Title: Strategy and Structure

Time Allowed: 2 Hours.

Instructions:

1. Attempt Question 1 and any other two (2) Questions.

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

1a. Explain what strategic planning is all about?

b. Identify limitations of organizational strategy

c. Mention and explain the importance of corporate strategy.

2a. Explain the origin of Business Strategy.

b. Enumerate the components and functions of strategy.

3a. Mention the steps in planning and the features of corporate planning

b. Enumerate the benefits of planning

c. List the guideline for effective planning

4a. Discuss the primary form of departmentalization.

5a. Explain the correlation between performance and well-developed mission

b. Explain seven-step process for formulating a vision?