



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

SCHOOL OF MANAGEMENT SCIENCES

COURSE CODE: BUS 428

CREDIT UNIT: 3

COURSE TITLE: BUSINESS POLICY AND STRATEGY II

TIME ALLOWED: 2½ HOURS

INSTRUCTIONS:

1. Attempt question number one (1) and any other three (3).
2. Question number 1 is compulsory and carries 25 marks while the other 3 carry 15 marks each.
3. Present all your points in coherent and orderly manner.

QUESTION 1

- (a) Enumerate and discuss five elements and processes of business policy
- (b) List and explain the key activities in strategic management
- (c) What is the meaning of financial ratio?

QUESTION 2

Critical question analysis is one of the tools that managers can use for assistance in formulating strategies. Discuss.

QUESTION 3

Identify and discuss the maintenance and replacement issues of a company.

QUESTION 4

Explain the factors that will affect the selection of types of vendors.

QUESTION 5

Define social responsibility and explain the different areas of social responsibility.

QUESTION 6

Discuss the characteristics of an effective evaluation system.