



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
JANUARY 2018 EXAMINATION QUESTIONS

Course Code: BUS429

Credit Unit: 3.

Course Title: Corporate Planning

Time Allowed: 2 1/2 Hours.

Instructions: 1. Attempt Question 1 and any other three (3) Questions.

2. Question 1 is compulsory and carries 25 marks while the other 3 Questions carry 15 marks each.

3. Present all your points in coherent and orderly manner.

QUESTION 1 (Compulsory)

- 1) (a)-What do you understand by the term corporate planning?
(b)-Why do corporate plan fail?
(c)-what can be done to ensure its success?
(d)-What makes a good strategy?
(e)-When should a strategic plan be made?

5 marks each x 5 = **25 marks**

- 2) What are the managerial functions in an organization? Discuss them.

15 marks

- 3) What roles do managers play in an organization as a decision maker? List and discuss some of them.

15 marks

- 4) (a) Differentiate between strategic and operational plans. 10 marks

- (b) State five features of planning. 5 marks

15 marks

- 5) (a) Who is a Corporate Planner? 5 marks

- (b) State five objectives and five limitations of corporate planning

10 marks

- 6) What are the core areas of Strategy? Discuss them

15 marks

