



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
OCTOBER 2013 EXAMINATION**

Course Code: ENT 329
CREDIT UNIT: 2
Course Title: STRATEGIC MANAGEMENT
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.

3. Present all your points in coherent and orderly manner

1. List and discuss the characteristics of Strategic Management at Corporate, Business and Functional levels
30 MARKS

2. **a]** List the stages of a decision-making process.
5 MARKS

b] Explain in detail the stages listed in (a) above.
15 MARKS

3. **a]** Discuss the importance of Strategic Management in line with recent research studies. Give any five reasons why Strategic Plans may fail.

20 MARKS

4. List and explain the criteria for assessing Strategic Alternatives before a choice can be made.
20 MARKS

- 5.** What do you understand by the acronym *SWOT*? What are the benefits of *SWOT* analysis to business organisations?

20 MARKS