



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_2 EXAMINATION 45678

COURSE CODE: BUS 429

COURSE TITLE: CORPORATE PLANNING

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other three (3) questions; four questions in all

3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.

4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2 ½ hours

1a. Graphically discuss the assumptions of rationality in decision making **(13marks)**

1b. Describe the characteristics of each of the three conditions that managers face as they make decisions **(6marks)**

1c. Explain the three basic approaches that managers use when selecting from among alternative courses of action in decision making. **(6marks)**

2a. Illustrate in a tabular form five objectives and describe how they can be restated in a way that allows measurement **(10marks)**

2b. Explain five tests of good strategy (academic related) that are more fundamental to the basic principles of originality, logical thought and scientific method **(5marks)**

3a. With the aid of a diagram, examine the relationship between planning and controlling and explain the three misconceptions about planning **(7marks)**

3b. List and explain the four overlapping and interacting phases of creative process **(8marks)**

4a. Identify and describe the three levels of management in a formal organisation **(10marks)**

4b. Discuss five of these drawbacks of managing by objectives **(5marks)**

5. Discuss the contributions of Frederick Taylor, Henri Fayol and Elton Mayo to management thoughts and development. **(15marks)**