



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION

Course Code: MBA881

Course Title: BUSINESS POLICY

Credit Unit: 2

Instructions: 1. **Indicate your Matriculation Number clearly**
2. **Attempt Question 1 and any other two (2) questions**
3. **Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each**
4. **Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

QUESTIONS

1. (a) Explain the term organizational policy 10 marks
(b) Enumerate six purposes of formulating organizational policies 10 marks
(c) Mention and discuss the various forms of organization strategy 10marks
2. (a) Define business policy and objectives 10marks
(b) Differentiate between policy and objectives 10marks
3. (a) What is psychology of strategic management 10marks
(b) Enumerate five pitfalls faced while using environmental scanning 10marks
4. (a) Define Strategy 10marks
(b) Explain information and technology driven strategy and compare this with knowledge adaptive strategy 10marks
5. (a) Define mission 10marks
(b) Give brief explanations of each of these concepts: (a) stretch, (b) leverage, and (c) fit. 10 marks