



NATIONAL OPEN UNIVERSITY OF NIGERIA
Department of Business Administration
Faculty of Management Sciences
2024 1 EXAMINATION

Course Code: MBA 881

Course Title: Business Policy

Time Allowed: 2.30mins

Instruction: Answer Question One (1) **25marks** and any other three (3) questions **15marks**

- 1 (a) Will you consider it essential to involve workers in policy formulation? Give adequate justification for your position. (10 marks)
(b) What would you consider to be the major difference between policy and action?(5 marks)
(c) Businesses exist in various forms on the basis of size, capital base, etc. Discuss fully. (10 marks)
- 2 (a) Management of organisations are saddled with diverse functions and responsibilities. Discuss any five fully. (7.5 marks)
(b) What steps (any five of the steps) will you take as a Chief Executive Office of a multinational conglomerate to ensure effective policy implementation? (7.5 marks)
- 3 (a) Strategy have been defined in different ways by different scholars. Establish the truism of this assertion with any five relevant examples. (7.5 marks)
(b) Organisational strategy exists in various forms and for diverse purposes. Discuss any five. (7.5 marks)
- 4 (a) There are diverse schools of thought on strategy formation. Discuss any five of such schools. (10 marks)
(b) What is your understanding of the concept of strategy? (5 marks)
5. (a) With the aid of a well explained figure, demonstrate your understanding of each of the four phases in the strategic management process. (6 marks)
(b) The strategic management process consists of a number of discrete and identifiable activities that are performed in logical and sequential steps. Discuss fully. (9 marks)