



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

COURSE CODE: MBA 881

COURSE TITLE: Business Policy

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: 2½ Hours

- 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. Fully discuss any five. (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)