



NATIONAL OPEN UNIVERSITY OF NIGERIA

University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi – Abuja

DEPARTMENT OF BUSINESS ADMINISTRATION

FACULTY OF MANAGEMENT SCIENCES

2025_2 EXAMINATIONS

COURSE CODE: BUS 428

COURSE TITLE: Business Policy and Strategy II

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

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| 1a) | Distinguish between a policy, an objective, and a procedure. | 9marks |
| 1b) | Classify policies on the basis of their source as stated by Koontz and O'donnel. | 10marks |
| 1c) | Explain the three elements of a strategic vision | 6marks |
| 2a) | State the eight principles of policy making | 8marks |
| 2b) | What are the symptoms of an ineffective organizational structure? | 7marks |
| 3a) | List and explain the features of an effective business policy. | 8marks |
| 3b) | Give a detailed explanation of the concept of Strategic Alternatives | 7marks |
| 4a) | The business policy of an organisation is influenced by various interrelated and interacting factors. These factors can be classified as internal and external factors. Critically examine the external determinants of business policy. | 10marks |
| 4b) | What is a strategic vision? | 5marks |
| 5a) | Identify and explain the five major benefits of strategic management? | 10marks |
| 5b) | Differentiate between policy and strategy | 5marks |