NATIONAL OPEN UNIVERSITY OF NIGERIA

Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION

2025_1 EXAMINATION

COURSE CODE: **BUS429**

COURSE TITLE: **Corporate Planning**

CREDIT UNIT: **3 Unit**

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: 2½Hours

Question 1:

a. Discuss the concept of Decision Making in the context of corporate planning and its significance for managers. (15 Marks)
b. Analyze the use of queuing theory in improving operational efficiency. (10 Marks)

Question 2

Analyze the concept of Management by Objectives (MBO), its evolution, and its benefits and weaknesses. (15 marks)

Question 3

Distinguished between forecasting and planning premises, and their roles in corporate planning. (15 marks)

Question 4

a. Discuss the Role and Impact of Operational Planning Tools in Corporate Planning (7 Marks)
b. Briefly explain the concept of Budgeting, Forecasting, Scheduling and Resource allocation. (8 Marks)

Question 5

Discuss the role and advantages of budgeting in operational planning. (15 Marks)