



NATIONAL OPEN UNIVERSITY OF NIGERIA

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

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION

2025_2 EXAMINATIONS

COURSE CODE: BUS804

COURSE TITLE: Strategy and Structure

COURSE UNIT: 2

INSTRUCTION:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question One (1) and any other TWO (2) Questions in all**
- 3. Question (1) is compulsory and carries 30 Marks, while the other questions carry 20 Marks each.**
- 4. Present all your points in a relevant and orderly manner**

TIME ALLOWED: 2 Hours

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| 1a. Explain the term Strategic Management. | (10 Mks) |
| 1b. Discuss the three (3) levels of strategy. | (10 Mks) |
| 1c. Discuss the benefits of good planning. | (10 Mks) |
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| 2a. Espouse the term corporate strategy. | (5 Mks) |
| 2b. Discuss the characteristics of corporate strategy. | (15 Mks) |
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| 3. With an annotated diagram, discuss the stages of Strategy. | (20 Mks) |
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| 4. Discuss the steps, benefit and limitations of Corporate Planning. | (20 Mks) |