



ELIZADE UNIVERSITY, ILARA-MOKIN, ONDO STATE

FACULTY: SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: BUSINESS ADMINISTRATION
SECOND SEMESTER EXAMINATION
2016 / 2017 ACADEMIC SESSION

COURSE CODE: BUS 310

COURSE TITLE: CORPORATE PLANNING

DURATION: 2 HRs

HOD'S SIGNATURE

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INSTRUCTION: Answer question one (1) and any two (2) others. Write legibly.

- Q1. (a) Define system approach
- (b) The environment is crucial to the survival of organisations. Discuss
- (c) Identify the ten key concepts applicable to organisation/corporation and briefly explain them
- (d) Corporate linkage diagram is required in answering the above mentioned questions. *A 2-40 type*
- Q2. (a) List and discuss four types of planning
- (b) How can the list be applied to managing a business organisation.
- Q3. (a) Define corporate planning.
- (b) Identify the key actors of corporate planning of a large corporation
- Q4. Efficiency and effectiveness are the hallmark of managing a most successful business organisation. Discuss and cite relevant examples