



# ELIZADE UNIVERSITY, ILARA-MOKIN, ONDO STATE

**FACULTY: HUMANITIES, SOCIAL & MANAGEMENT SCIENCES**

**DEPARTMENT: BUSINESS ADMINISTRATION**

**FIRST SEMESTER EXAMINATIONS  
2020/2021 ACADEMIC SESSION**

**COURSE CODE: BUS 403**

**COURSE TITLE: BUSINESS POLICY & STRATEGY**

**DURATION: 2 HOURS.**

**INSTRUCTION: Attempt section A and any two (2) Questions in section B**

## SECTION A

1. The origin of business policy could be traced back to ----- an integrative course in management aimed at creation of general management capability.

- A. Harvard Business School
- B. Yale Business School
- C. Mercantilist Business School
- D. Ontario Business School
- E. Chigaco Business School

2. Hofer C.W and Schendel, D view the evolution of business policy in terms of ----- paradigm(s) shifts in the development of business policy.

- A. One
- B. Two
- C. Three
- D. Four
- E. Seven

3. The concept of strategy paradigm emerged in the -----

- A. Forties
- B. Sixties
- C. Seventies

D. Eighties

E. B & D only

4. ----- is a course of action, which is adopted and followed by an organization in order to attain certain objectives.

A. Business Strategy

B. Strategic Objectives

C. Business Policy

D. Strategic Implementation

E. Business Evaluation and Policy

5. ----- defined strategic management as a stream of decisions and actions which lead to the development of an effective techniques to help achieve corporate objective.

A. Abraham Maslow

B. Henri Fayol

C. Charles Hofer

D. George Steiner

E. William Glueck

6. The term 'strategy' is derived from the Greek word called

A. Stratagia

B. Strategia

C. Stratabia

D. Stategia

E. A & B only

7. The concepts and theories of business strategy have their antecedents in -----

A. Management Strategy

B. Military Strategy

C. Para-Military Strategy

D. Non-Military Strategy

E. A & C only

8. One of the following is a logic of strategic management model except

A. The overall purpose or mission of the organization is defined; such a task would be undertaken only infrequently.

B. The key product – market, resourcing, quality and other major decisions are agreed by the senior management.

C. Doing corporate appraisal and preparing strategic plans

D. The fundamental long –term aims and goals of organization are agreed. The aims/ goals may be adjusted from time to time.

E. Mechanisms are established to ensure that strategic thinking process such as decision making and data collection mechanism do take place.

9. ----- depicts the company's aspirations for the business and provides a peep of what the organization would like to become in future

A. Strategic decision-making

B. Strategic intent hierarchy

C. Strategic monitoring

D. Strategic forecasting

E. Strategic planning

10. Which one of the activities does not characterize a strategic management process?

A. Defining business

B. Setting mission

C. Exercising strategic choice

D. Performing environmental appraisal

E. Manager performance and development

11. ----- is the manifestation of the various forces and influences operating in the internal environment of an organization that either create the ability of, or place constraints in the usage of resources.

A. Strengths and weaknesses

B. Synergistic Effects

C. Distinctive competence

D. Organizational behaviour

E. Organizational capacity

12. ----- is a condition in an environment that if exploited, helps a company achieve strategic competitiveness

A. Threat

B. Strength

C. Opportunity

D. Weakness

E. A & C only

13. The environment in which an organization operates could be broadly divided into three parts, which are internal, intermediate and external environments.

A. True

B. False

14. A technique such as financial ratio analysis assesses the liquidity, profitability and measures organizational weakness and strengths used in organizational appraisal.

A. True

B. False

15. Strategic alternative is the decision to select from among the grand strategies, which would best meet the enterprise's objectives.

A. True

B. False

**(30 marks)**

## **SECTION B**

1. Discuss any three (3) factors affecting organizational structure. **(15 marks)**

2. Discuss any three (3) approaches which could be adopted for sorting out information for environmental scanning **(15 marks)**

3. Discuss any three (3) major systematic approaches / analyses which an organization undertakes to understand the environment. **(15 marks)**