

LR 12

2/12/15

37 (2)



**COLLEGE OF MANAGEMENT SCIENCES  
DEPARTMENT OF ECONOMICS AND BUSINESS STUDIES**

**SEMESTER: FIRST SEMESTER EXAMINATIONS 2015/ 2016 ..... SESSION**

**COURSE CODE: BUS 411**

**COURSE TITLE: CORPORATE PLANNING AND STRATEGY**

**TIME ALLOWED: 2½ HOURS**

**INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS**

**NUMBER OF UNITS: 3 UNITS**

1. What do you understand by Corporate Planning? Discuss the constraints to effective Corporate Planning in the Nigerian business environment. **15 Marks**
2. Organizations must have vision and mission which should serve as basis for corporate existence. What is a mission? Identify and discuss the benefits of a good mission statement. **15 Marks**
3. A cocoa powder manufacturing company is facing acute competition in the market. Develop a product market matrix strategy that will assist the company to grow in the competitive environment. **15 Marks**
4. Business organizations should carry out opportunity-threat study in the environment for strategic survival. Why? Develop a matrix for opportunity-threat study of an organization. **15 Marks**
5. Identify and discuss the roles of top level management in Corporate Planning. Discuss the tools for implementing Corporate Planning. **15 Marks**
6. Identify and discuss the relevance of SWOT analysis to effective management of business enterprises. Suggest ways for the implementation of such analysis. **15 Marks**

**Total = 60 Marks**