

SOUTHWESTERN UNIVERSITY NIGERIA

KM 20, SAGAMU-BENIN EXPRESSWAY, OKUN OWA, IJEBU-ODE, OGUN STATE.

FACULTY OF SOCIAL & MANAGEMENT SCIENCES

DEPARTMENT OF ACCOUNTING AND BUSINESS ADMINISTRATION

HND TO BSC CONVERSION PROGRAMME

2018/2019 FOURTH SEMESTER EXAMINATIONS

COURSE CODE: BUA/ACC 402

COURSE TITLE: Business Policy &

Strategy

Instruction: Answer question 1, and any other 3 questions. **TIME:** 2Hrs

1. (a) What do you understand by the term Case Study/Analysis?
(b) Systematically examine how the skills case study /Analysis method of learning is used to develop managers or potential managers.
2. The objectives of business policy as a course of study can be stated in terms of knowledge, skills and attitudes. Discuss.
3. Enumerate the steps required in the implementation of a policy as a decision rule to guide the activities and performance of an organization to enable it achieve its goals and objectives.
4. Write short notes on the following:
 - (i) Strategic intent of an organization
 - (ii) The process of envisioning
 - (iii) Mission
 - (iv) Vision
5. (a) Argue from Milton Friedmans perspective on the concept of social responsibility. (9mks)
(b) Highlights six(6) benefits that may accrue to firms that are known to be ethical and socially responsible.
6. (a) Define a corporation.
(b) Explain how members of a corporations board of directors are composed.