



BOWEN UNIVERSITY, IWO
College of Management and Social Sciences
Business Administration Program
Second Semester 2021/2022 Examination

Level	: 400
Course Title	: Business Policy and Strategy II
Course Code	: BUS 402
Credit	: 3
Instruction	: Answer Question 1 & any other three questions.
Time Allowed	: 2 Hours, 3 Minutes
Date	: Friday, 8 th July 2022

1. Dansit Services Limited

Background

Dansit Industries Limited is a Nigerian company incorporated in 1990. The mission of Dansit Services is in the business of marketing, sales and distribution of musical equipment in Nigeria and ECOWAS markets. Annual turnover is estimated at ₦302 million per annum. Dansit employees on the average are 35. On the average, 7 employees leave the company annually through resignations and terminations.

Structure of Dansit Services

Dansit has outlets in Lagos, Port Harcourt and Abuja. These outlets are managed by heads of Lagos, Port Harcourt and Abuja operations, respectively. There is a Managing Director/CEO. There is no General Manager position. Employees are employed as marketers on a total salary package of ₦80,000 per month. The market of musical equipment is estimated at ₦900 million per annum.

Behaviour of Dansit Employees

Employees come and go - just like that. They put their resignation in writing. Given the unemployment situation in Nigeria, it is easy to recruit people into sales department. After six months, they usually leave the organisation.

Questions

- i. Identify and explain the major problem in the case. (5 Marks)
- ii. Identify the symptoms of the problems. (10 Marks)
- iii. Provide solutions to the problems identified. (10 Marks)
- iv. Estimate the cost of your solutions. (5 Marks)
- v. Read the minds of employees who left Dansit Services Limited. (4 Marks)

2. (a) Describe management cases (4 Marks)
(b) Highlight benefits of management cases (4 Marks)
(c) Highlight weaknesses of management cases (4 Marks)
3. (a) Discuss process of change management. (4 Marks)
(b) State the guidelines for change management (8 Marks)
4. (a) Explain case analysis (4 Marks)
(b) List steps in preparing written case analysis (8 Marks)
5. (a) Choice of organisational structure depends on a number of factors. Discuss. (8 Marks)
(b) Define organisational strategy with examples. (4 Marks)
6. (a) Describe business policy implementation challenges (6 Marks)
(b) Of what relevance is strategy to business? (6 Marks)