



BOWEN UNIVERSITY, IWO
College of Management and Social Sciences
Industrial Relations & Personnel Mgt. Program
Second Semester 2021/2022 Examination

Level	: 400
Course Title	: Business Policy
Course Code	: IRP 408
Credit	: 2
Instruction	: Answer Question 1 & any other two questions.
Time Allowed	: 2 Hours
Date	: Wednesday, 20 th July 2022

1. (a) Discuss the difference between policy and strategy in business **(10 Marks)**
(b) In diversified enterprises, strategies are initiated at four distinct organisation levels. Discuss the four levels **(8 Marks)**
(c) Discuss benefits of strategic management **(12 Marks)**
2. (a) State any five features of business policy **(10 Marks)**
(b) Discuss the difference between corporate mission and vision statements with relevant example **(10 Marks)**
3. (a) Define business analysis **(5 Marks)**
(b) Discuss the differences in Strategic Decisions, Administrative Decisions and Operational Decisions **(15 Marks)**
4. (a) Discuss any five types of business analysis **(10 Marks)**
(b) Discuss the roles of any five strategists in business organisation **(10 Marks)**
5. (a) Discuss features of strategic decisions **(10 Marks)**
(b) Explain strategic management process **(10 Marks)**