



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

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

- (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)**
- (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)**
- (a) Define business analysis **(5 Marks)**

(b) Discuss the differences in Strategic Decisions, Administrative Decisions and Operational Decisions **(15 Marks)**
- (a) Discuss any five types of business analysis **(10 Marks)**

(b) Discuss the roles of any five strategists in business organisation **(10 Marks)**
- (a) Discuss features of strategic decisions **(10 Marks)**

(b) Explain strategic management process **(10 Marks)**