

CRAWFORD UNIVERSITY
COLLEGE OF BUSINESS AND SOCIAL SCIENCES
DEPARTMENT OF ADMINISTRATION AND MANAGEMENT

RAIN SEMESTER EXAMINATIONS: 2021/2022

COURSE: BUS 416: Corporate Planning and Strategy. **TIME:** 3 Hours

INSTRUCTION: Attempt four questions in all. Question No. 1 is compulsory.

- 1 a). Distinguish between the following
i) Corporate Planning and Corporate Strategy
ii) Resources and Capabilities
iii) Business level Strategy and Functional level strategy -9mks
b) (a) Define macro-environment and explain why it is important that every senior manager must understand the macro-environment of his organisation. -6mks
Total =15mks
2. a) With a bold diagram, describe the corporate planning process -12 mks
b) Explain what is meant by Core Strategies and Core Values- 3mks. Total =15mks
- 3a) Identify any 3 business companies that are listed on the Nigerian Stock Exchange- 3mks
b) Choose one of the companies mentioned in No 3a above and write the vision or mission ; describe how the macro-environmental factors create threats/ opportunities for the company-12mks Total =15mks
4. (a) Collins and Montgomery (2005) identified tangible assets and intangible assets as very strategic resources in firms. Explain the strategic importance of the above assets - 9mks
b) With suitable examples from banking sector, discuss the importance of distinctive capabilities. -6 mks . Total =15mks
- 5a) Distinguish between Innovation and Creativity- 3mks
b) What is value innovation and why is it important to business managers- 8mks
c) Discuss Two benefits of diversification strategy- 4mks. Total =15mks
6. According to Goleman (1998) strategic leaders are known to have not only cognitive intelligence but a high degree of emotional intelligence.
- (a) Distinguish between cognitive intelligence and emotional intelligence. – 5mks
(b) Explain any five competencies which emotionally intelligent leaders tend to possess. -- 10mks
Total = 15mks