NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2022_2 EXAMINATION

COURSE CODE: BUS 429
COURSE TITLE: CORPORATE PLANNING
CREDIT UNIT: 3
INSTRUCTION: 1. Indicate your Matriculation Number clearly
2. Attempt question one (1) and any other three (3) questions; four questions in all
3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.
4. Present all your points in a coherent and orderly Manner
TIME ALLOWED: 2 ½ hour

1a. With the aid of a diagram, discuss the components of the input -output model of the systems approach to the management process. **(15marks)**
1b. Discuss the effectiveness of forecasting as a planning technique **(6marks)**
1c. Describe the role of intuition in managerial decision making **(4marks)**

2a. Define PERT network analysis and discuss Steps in Developing a PERT Network **(10marks)**
2b. One of the attempts to make technological forecasting more accurate and meaningful is the Delphi technique. Describe a typical process of the Delphi technique. **(5marks)**

3a. Discuss the five major functions of management **(10marks)**
3b. List and explain three available tests (application related) that provide some means of assessing whether a strategy is good **(5marks)**

4a. Enumerate and describe organisational plans by their breadth, time frame, specificity, and frequency of use. **(8marks**)
4b. Give six reasons why corporate planning fails and suggest when a strategic plan should be made **(7marks)**

5a. Enumerate and discuss the various steps in corporate planning. **(9marks)**
5b. Briefly discuss the four major criticisms of planning **(6marks)**