



PAN AFRICA CHRISTIAN UNIVERSITY

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE/BUSINESS LEADERSHIP**

SEPTEMBER-DECEMBER 2016

CAMPUS: VALLEY ROAD

DEPARTMENT: BUSINESS

COURSE CODE: BUS3323

COURSE TITLE: Business Policy & Planning

EXAM DATE: MONDAY 5th, DECEMBER 2016

TIME: 5.30PM-8.30PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer ALL questions in Section **A** and any other four questions in Section **B**.

SECTION ONE ANSWER ALL QUESTIONS {40 Marks}

Question 1

- a) Describe FIVE features of an effective business policy (5 Marks)
- b) Differentiate between External and Internal policies (6 Marks)
- c) State THREE functions of a business plan (6 Marks)
- d) You are facilitating a workshop on business policy. Explain to the participants how policy is employed at the three levels of management (9 Marks)
- e) Policy is affected by management models used in an organisation. State FOUR differences between traditional and modern management models (8 Marks)
- f) State THREE functional policies in organisations (6 Marks)

SECTION TWO ANSWER ANY FOUR QUESTIONS {15 Marks Each}

Question 2

- g) Contrast between policy and strategy (4 Marks)
- h) Enumerate FOUR business environmental factors and explain briefly on each of them. (8 Marks)
- i) Define the term “Business Plan” (3 Marks)

Question 3

- j) Outline the process of developing policies and procedures in an organisation (9 Marks)
- k) Suggest THREE areas of concern that should be captured in the marketing policy of an organisation (6 Marks)

Question 4

- a) Briefly describe any THREE areas of a business plan (9 Marks)
- b) State THREE items that may be found in the appendix section of a business plan (6 Marks)

Question 5

Strategy plays an important role in policy formulation

- a) Define the term strategy (3 Marks)
- b) Write short notes on the following strategies
 - i) Stability strategies (6 Marks)
 - ii) Expansion strategies (6 Marks)

Question 6

- a) Suggest THREE reasons why organisations should have policies (6 Marks)
- b) Discuss the following sources of policy
 - i) Originated Source (3 Marks)
 - ii) Implied Source (3 Marks)
 - iii) Externally-imposed Source (3 Marks)