



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF ECONOMICS
2017_2 Examination, January/February 2018**

COURSE TITLE: ECONOMY AND INDUSTRIAL ANALYSIS

COURSE CODE: ECO 828

UNITS: 2

TIME ALLOWED: 2 HOURS

INSTRUCTION: ATTEMPT QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS

PRESENT ALL YOUR POINT IN COHERENT AND ORDERLY MANNER

1. (a) Explain the meaning and importance of Industrial analysis. **10 Marks**
(b) Enumerate and discuss the major tools of environmental analysis. **13 Marks**
2. What factors influence the business environment and business decision making. **23 Marks**
3. (a) Examine the idea behind scenario analysis and discuss their uses. **10 Marks**
(b) Discuss in detail the processes or stages in the design of a scenario. **13 Marks**
4. (a) Explain in detail the importance of marginal analysis in an industry. **10 Marks**
(b) Explain the key principles of each of the following:
 - a. Marginal revenue **4 Marks**
 - b. marginal cost **4 Marks**
 - c. Profit maximization **5 Marks**
5. (a) Explain in detail the three major factors affecting the business environment. **15 Marks**
(b) Explain the concept of globalization. **8 Marks**