



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
JULY 2017 EXAMINATION

Course Code: BUS808
Course Title: ECONOMY AND INDUSTRY ANALYSIS
Credit Unit: 3
Instructions: 1. Attempt Question 1 and any other three (3) questions
2. Question 1 is compulsory and carries 25marks while the other 3 questions carry 15marks each
3. Present all your points in coherent and orderly manner
Time Allowed: 3 Hours

1. a. Assume you are an important decision maker in the operation of an industry, list and discuss two major importance of industrial analysis.
(5marks)
b. Identify and discuss briefly the purpose of environmental analysis in a business set-up.
(10marks)
c. Enumerate and discuss briefly the major tools of environmental analysis (10marks)
2. a. Identify and discuss briefly the three major trends or factors affecting the business environment.
(9marks)
b. Explain the concept of globalization
(6marks)
3. Present and discuss in detail the various responses to current changes in business environment worldwide
(15marks)
4. a. Explain the idea behind scenario analysis and discuss briefly their uses (7marks)
b. Enumerate and discuss the processes or stages in the design of a scenario (8 Marks)
5. Present and discuss in detail the major reasons for restructuring an organization.

(15marks)

6. a. Enumerate and discuss briefly the importance of marginal analysis in an industry

(7marks)

b. Explain the key principles of each of the following marginal analysis:

- i. Marginal Revenue
- ii. Marginal Cost
- iii. Profit maximization

(8marks)