



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**SEPTEMBER/OCTOBER 2015 EXAMINATION**

**COURSE CODE: BUS808 CREDIT UNIT: 2**

**COURSE TITLE: ECONOMIC AND INDUSTRIAL ANALYSIS**

**TIME ALLOWED: 2 Hours**

**INSTRUCTIONS:**

- 1. Attempt question Number one (1) and any other two (2).**
- 2. Question number 1 is compulsory and carries 30 marks, while the other questions carry 20 marks each**
- 3. Present all your points in coherent and orderly manner**

**QUESTION 1:**

- a. Explain the concept of globalization. 10marks**
- b. State the process of designing a scenario 8marks**
- c. Discuss the two factors that influenced business environment and business decision. 12marks**

**QUESTION 2:**

- a. Explain in detail the main purpose of environmental analysis 10 marks**
- b. Explain in detail the meaning and use of industrial analysis 10 marks**

**QUESTION 3:**

- a. Explain the difference between the following:**
  - I. Marginal Revenue Analysis**
  - II. Marginal Cost Analysis**
  - III. Profit Maximization**
  - IV. Marginal Labour Analysis 12marks**
- b. Define environmental forecasting 8marks**

**QUESTION 4:**

**List and discuss the three major tools of environmental analysis. 20marks**

**QUESTION 5:**

- a. Discuss the reasons why organizations restructure their design. 10marks**
- b. What are the common pitfalls in developing scenarios? 10marks**