



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
MARCH/APRIL 2016 EXAMINATION**

SCHOOL OF MANAGEMENT SCIENCES

Course Course: BUS 808

Credit Unit: 2

Course Title: Economy and Industry Analysis

Time Allowed: 2hrs

- Instructions:**
- 1. Attempt question number one (1) and any other (3) questions.**
 - 2. Question number 1 carries 25 marks, while the other three (3) questions carry 15 marks each.**
 - 3. Present all your points in coherent and orderly manner**

Question One

(a) Assume you are an important decision maker in the operation of an industry, list and discuss two major importance of industrial analysis.

(5 Marks)

(b) Identify and discuss briefly the purpose of environmental analysis in a business set-up.

(10 Marks)

(c) Enumerate and discuss briefly the major tools of environmental analysis

(10 Marks)

Question Two

(a) Identify and discuss briefly the three major trends or factors affecting the business environment.

(9 Marks)

(b) Explain the concept of globalization

(6 Marks)

Question Three

Present and discuss in detail the various responses to current changes in business environment worldwide

(15 Marks)

Question Four

(a) Explain the idea behind scenario analysis and discuss briefly their uses

(7 Marks)

(b) Enumerate and discuss the processes or stages in the design of a scenario
(8 Marks)

Question Five

Present and discuss in detail the major reasons for restructuring an organization.
(15 Marks)

Question Six

(a) Enumerate and discuss briefly the importance of marginal analysis in an industry
(7 Marks)

(b) Explain the key principles of each of the following marginal analysis:

(i) Marginal Revenue

(ii) Marginal Cost

(iii) Profit maximization

(8 Marks)