

NATIONAL OPEN UNIVERSITY OF NIGERIA 14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS SCHOOL OF MANAGEMENT SCIENCES MARCH 2014 EXAMINATION

COURSE CODE: BUS 808 CREDIT UNIT: 2 credits

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 equal marks each

3. Present all your points in coherent and orderly manner

1(a) Explain briefly the meaning and use of industrial analysis

(b) Enumerate and discuss the two sets of factors that can influence the business environment, as well as business decisions. Basic steps in scientific research

(c) Present briefly the main purpose of environmental analysis

(30 marks)

2. List and discuss the three major tools of environmental analysis.

(20 marks)

3. List and discuss any two important benefits of marginal analysis.

(20 marks)

4. Explain the ways in which globalization has shaped the dynamics of the macro environment of business organizations worldwide. (20 marks)

5. List and discuss in detail the main the two primary situations in which scenario analysis has been used by public and private sectors of economies. (20 marks)