****

**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)**