



ELIZADE UNIVERSITY

ILARA-MOKIN

ONDO STATE

FACULTY: Social and Management Sciences

DEPARTMENT: Business Administration

SECOND SEMESTER EXAMINATIONS

2018/2019 ACADEMIC SESSION

COURSE CODE: BUS 306

COURSE TITLE: NIGERIA BUSINESS ENVIRONMENT

DURATION: 2 HOURS

HOD's SIGNATURE

TOTAL MARKS:

Matriculation Number: _____

INSTRUCTIONS:

1. Write your matriculation number in the space provided above and also on the cover page of the examination booklet.
2. This question paper consists of 2 pages with printing on both sides.
3. Answer all questions in the examination booklet provided.
4. Attempt any 3 questions.

Question 1

- a. What do you understand by the concept of business environment?
- b. Identify and explain the various elements that constitute the business environment in Nigeria.

20 marks

Question 2

- a. What is environmental scanning?
- b. As a general manager in a blue chip company, explain 4 types of scanning you can carry out in your business environment.

20 marks

Question 3

You were asked at a workshop to discuss the techniques for environmental scanning available to management experts like you. Discuss.

20 marks

Question 4

- a. What is globalization?
- b. As a manager in a conglomerate, explain any 5 benefits of globalization to your organization.

20 marks

Question 5

Your Indian friend will like to establish a business organization in Nigeria and ask you to explain to him the challenges he might encounter. Discuss.

20 marks