



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF ECONOMICS
2024 1 EXAMINATION**

COURSE TITLE: ECONOMY AND INDUSTRY ANALYSIS
COURSE CODE: ECO 828
CREDIT UNITS: 3 UNITS
TIME ALLOWED: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

QUESTION ONE

1. Marginal analysis assists business owners in decision making regarding output level and price. Discuss the industry's internal environmental analysis. **17.5 marks**

QUESTION TWO

2. Discuss six (6) key processes that are associated with scenario analysis in business uncertainty. **17.5 marks**

QUESTION THREE

3. In building a scenario, some key issues need to be addressed first. Discuss these issues with respect to business decisions. **17.5 marks**

QUESTION FOUR

4. Why are multi-domestic industries becoming more global? **17.5 marks**

QUESTION FIVE

5. Discuss Post-Fordism in the light of changes in demography, identity and technology. **17.5 marks**