



**NATIONAL OPEN UNIVERSITY OF NIGERIA
DEPARTMENT OF ECONOMICS
FACULTY OF SOCIAL SCIENCES
SEPTEMBER 2020_1 EXAMINATION**

COURSE TITLE: ECONOMY AND INDUSTRY ANALYSIS

COURSE CODE: ECO 828

UNITS: 3

TIME ALLOWED: 3HOURS

INSTRUCTIONS: ANSWER FOUR QUESTIONS.

QUESTION NUMBER ONE IS COMPULSORY AND CARRIES 25 Marks; All other questions carry Equal marks (15 marks)

1a. Define an industry in its broad sense. **(10 marks)**

1b. Briefly explain the concept of “Cycle of an Industry”. **(15 marks)**

2a. Broadly discussed the SWOT and the PEST analysis of a business. **(3 marks)**

2b. Explain the benefits of SWOT and PEST analysis to a business? **(12 marks)**

3a. List and explain five common pitfalls in a scenario analysis. **(10 marks)**.

3b. Explain “identity” as a major factor that has a significant impact on the business environment. **(5 marks)**

4a. Discuss the implication of identity for business and for a country. **(10 marks)**

4b. Clearly discuss how demography can affect trends and changes in the business environment. **(5 marks)**

5a. State why China and India are the subject of demographic issues in the world? **(5 marks)**

5b. Itemize the implication of trends and changes in the business environment. **(10 marks)**

6a. Globalization and organizational life cycle are some of the major reasons for restructuring an organization. Explain. **(10 marks)**

6b. Discuss the concept of poor management practice. **(5 marks)**