

CRAWFORD UNIVERSITY
COLLEGE OF BUSINESS AND SOCIAL SCIENCES
DEPARTMENT OF ADMINISTRATION AND MANAGEMENT
RAIN SEMESTER EXAMINATION 2021/2022
BUS 208: NIGERIAN BUSINESS ENVIRONMENT TIME: 2hrs

Instructions: Answer Four (4) questions in all.

- 1a. Doing business in Nigeria is complex and unpredictable; explain any Five (5) areas of difficulties and suggest solutions to them. 10marks
- 1b. Describe any Five (5) factors that affect the business environment of a manufacturing company in Nigeria 5marks
- Total 15marks
- 2a. As a business student on industrial attachment, advise your employer on how to tackle the issue of competition and its competitors. 8marks
- 2b. Mention Five (5) areas in which small businesses can empower an individual. 7marks
- Total 15marks
- 3a. The Federal Government has a role to play in business organizations in the country. Briefly discuss any Three (3) areas the government can influence an organization. $\frac{1}{7}$ marks
- 3b. Discuss any Five (5) factors of the task environment of an organization. $\frac{1}{7}$ marks
- Total 15marks
- 4a. Why is macro-environment regarded as important to business organizations? 3marks
- 4b. Describe the uncontrollable forces of the macro-environment. 6marks
- 4c. In what areas can small businesses contribute to the development of the Nigerian society? 6marks
- Total 15marks
- 5a. Choose any new business venture in Nigeria and discuss the strategy that can be adopted by the organization for its success. $\frac{1}{7}$ marks
- 5b. Discuss any Five (5) reasons why businesses fail in Nigeria $\frac{1}{7}$ marks
- Total 15marks