



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF ECONOMICS
2023_1 POP EXAMINATION.**

COURSE TITLE: ECONOMY AND INDUSTRY ANALYSIS

COURSE CODE: ECO 828

UNITS: 3

TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

QUESTION ONE

(1a). As an HR practitioner, discuss the factors to include in your PEST (Political, Economic, Social, and Technological) analysis model in aiming at looking at the external environment of an organization **(10 Marks)**

(1b). Distinguish between internal environment and external environment. **(4 Marks)**

(1c). Discuss micro environment and macro environment. **(3.5 Marks)**

QUESTION TWO

(2a) Outline and explain the basic strategic questions (of the internal and external environments) on how the organization will compete **(10.5 Marks)**

(2b). List out six (6) individuals likely to be part of a scenario team. **(7 Marks).**

QUESTION THREE

(3a). Discuss in details the Delphi method of business forecasting. **(12.5 Marks)**

(3b). Outsourcing, or contracting-out, is another strategy employed by organizations in order to develop a competitive edge. Discuss. **(5 Marks)**

QUESTION FOUR

(4a). Make a distinction between merger and an acquisition. **(4 Marks).**

(4b). Advance three (3) reasons why organizations restructure. **(3 Marks).**

(4c). List seven (7) processes of designing a scenario **(10.5 Marks).**

QUESTION FIVE

(5a). Discuss the uses and advantages of the scenario planning/analysis and the process of designing a scenario **(12 Marks)**

(5b). List out individuals who are likely to be part of a scenario team. **(5.5 Marks)**