



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF MANAGEMENT SCIENCES  
DEPARTMENT OF BUSINESS ADMINISTRATION  
2024 1 EXAMINATION**

**COURSE CODE: MBA817**

**COURSE TITLE: ENVIRONMENT OF BUSINESS**

**CREDIT UNIT: 3**

**INSTRUCTIONS:**

- 1. Indicate your Matriculation Number Clearly**
- 2. Attempt question one (1) and any other three (3) questions**
- 3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15marks each.**
- 4. Present all your points in a coherent and orderly manner.**

**TIME: 2hrs 30mins**

1a. Compare and contrast the general environment, the task environment and the internal environment?

1b. Expatriate on the best advice for using forecasting as offered by Bateman and Snell, (2009)?

1c. Evaluate the two types of political systems? 25 marks

2a. Enumerate the duties that Commercial agents in transactions involving the sale or purchase of goods, perform to their principals and the duties their principals perform for the agents too?

2b. From a societal point of view, the existence of economic scarcity poses three serious problems concerning the use of resources: Expatriate on them? 15 marks

3a. list and explain other technological developments?

3b. Evaluate the two types of Innovation that can occur as a result of technological change? 15 marks

4a. Evaluate the three main primarily sources where by Political checks and balances emanate from?

4b. A country's legal system can be said to have two main functions: 15 marks

5a. Give an in-depth description of what you understand to be Sub-culture?

5b. Define Geo- demographic segmentation? 15 marks