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. Expatiate on four major players in the task environment?

1b. Write in details the three types of environmental scanning as identified by Falley and King 1977 in Oyedijo (2004)?

1c What do you understand by Direct Controls? Enumerate the weapons Government uses as Direct Control?   25 marks

2a. The free-market economic system has some key features, Enumerate them?

2b. Define the following;

    i.   Offer
    ii.   Acceptance
    iii.   Consideration
    iv.   Capacity
    v.   Agency   15 marks

3a. Managers in European countries manage in different ways as in America. Yet there are some commonalities, as interviews with top managers from European firms found: Mention some of these differences?   15 marks

3b. There are four stances that an organization can take concerning its obligations to society; ranging from the lowest to the highest degree of socially responsible practices; explain them with examples?   15 marks

4a. What do you understand by Demography?

4b. The size and structure of a country's population depend on a number of variables, What are the most important of them? 15 marks

5a. Define Environmental Analysis/scanning?

5b. Stages of international Business Companies have a couple of ways to become involved internationally, Expatiate on these stages? 15 marks