



**BOWEN UNIVERSITY, IWO**  
**(OF THE NIGERIAN BAPTIST CONVENTION)**  
**COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES (COMSS)**  
**BUSINESS ADMINISTRATION**  
**B.Sc. BUSINESS ADMINISTRATION DEGREE**  
**2023/2024 SECOND SEMESTER EXAMINATION**

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<b>COURSE CODE:</b>	<b>BUS 202</b>
<b>COURSE TITLE:</b>	<b>PRINCIPLES OF BUSINESS ADMINISTRATION II</b>
<b>CREDIT:</b>	<b>3</b>
<b>TIME:</b>	<b>3 HOURS</b>
<b>INSTRUCTIONS:</b>	<b>ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS</b>
<b>DATE:</b>	<b>JUNE 2024</b>

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- 1a. Discuss the criteria that should be carefully considered when deciding the form of ownership that best suits a business venture. (6Marks)
- 1b. Highlight the principles of a Cooperative Society. (6 Marks)
- 1c. The Article of Partnership is a written contract, guidelines and regulations between partners, to guide the day-to-day running of the business so as to avoid crisis, confusion, misunderstanding and/or disagreement that may ensue over a period of operation among partners. List the contents. (7<sup>1</sup>/<sub>2</sub> Marks)
- 1d. Mention the advantages of Public Corporations. (5<sup>1</sup>/<sub>2</sub> Marks)
  
- 2a. Discuss the essential elements of Profit. (6 Marks)
- 2b. Discuss the primary types of profit. (6 Marks)
- 2c. Give three (3) definition of profit by different authors. (3 Marks)
  
- 3a. Discuss the functional areas of business management. (9 Marks)
- 3b. Discuss the three characteristics of entrepreneurial activity according to Dollinger, 2003. (6 Marks)
- 4a. Discuss the major factors which affect entrepreneurship in Nigeria. (10 Marks)
- 4b. Highlight the characteristics of a Sole Proprietorship. (5 Marks)
  
- 5a. Define Marketing Functions. (2 Marks)
- 5b. Discuss Product Management as a function of Marketing. (7 Marks)
- 5c. Promotion fosters brand awareness while educating target audiences on a brand's products or services. Discuss this. (6 Marks)
  
- 6a. Part of the role of government in helping a business is Employee Protection Legislation. Discuss the various ways in which the government perform this role. (7<sup>1</sup>/<sub>2</sub> Marks)
- 6c. Discuss any five (5) benefits of Corporate Social Responsibility. (7<sup>1</sup>/<sub>2</sub> Marks)