



**BOWEN UNIVERSITY, IWO**  
**(OF THE NIGERIAN BAPTIST CONVENTION)**  
**COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES (COMSS)**  
**BUSINESS ADMINISTRATION PROGRAMME**  
**B.Sc. BUSINESS ADMINISTRATION DEGREE**  
**2022/2023 SECOND SEMESTER EXAMINATION**

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**COURSE CODE: BUS 102**

**COURSE TITLE: INTRODUCTION TO BUSINESS II**

**CREDIT: 3**

**TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION 1 AND ANY OTHER 3 QUESTIONS**

**DATE: JUNE 17, 2023**

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1. a. Modern business operates in dynamic world which also affects business performance. Today, the world is no respecter of international boundaries, distance, time zones and languages. Briefly discuss International Business? 5 marks  
b. Explain why companies engage in international business. 10 marks  
c. Explain the factors enhancing recent international business growth 10 marks
  
2. a. The problems business enterprises in Nigeria face could be caused by internal factors, external factors or by the combination of both internal and external factors. List and explain ten (10) challenges of managing a business in Nigeria. 10 marks  
b. Explain the solutions to the problems facing business enterprises in Nigeria 5 marks
  
3. a. Discuss the benefits of marketing 5 marks  
b. The marketing mix may be effectively described and analyzed on the basis of 4Ps. Explain in details the 4ps of marketing mix 10 marks
  
4. Marketing research is a process which provides a business or an organization which deals with the public with its basic information. Explain the two main sources of information under Marketing research, their advantages and disadvantages 15 marks
  
5. a. Since colonial administration, government has always regulated business activities in Nigeria by means of laws, directives, regulations and policy statement. Explain in details the need for government involvement in business. 9 Marks  
b. Why do government participate in business activities in Nigeria? 6 marks
  
5. a. What is production system 5 marks  
b. Discuss the types of production system 10 marks