



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

COURSE TITLE: PRINCIPLES OF BUSINESS ADMINISTRATION
COURSE CODE: BUS 202
CREDIT: 3
TIME: 2 HOURS
INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTIONS A AND B. ALL QUESTIONS IN SECTION A CARRY 1 MARK EACH.
DATE: JUNE 20, 2023

SECTION A

1. _____ entails all aspects of overseeing and supervising the business operations of an organization.
2. _____ helps in identifying business opportunities, tapping useful resources, assists in planning, and improves the overall performance, growth, and profitability of the business.
3. When evaluating your _____, you might consider spending pattern trends, inflation rates and growth rates to help you decide how you might market and sell your products.
4. You consider aspects like your customers' beliefs, language, literacy and life expectancy when learning about _____.
5. Business organizations cannot change the _____ but they just react to it.
6. Entrepreneurs in Nigeria include _____.
7. Economies of countries like China, Japan, South Korea, Singapore, and Malaysia are referred to as _____.
8. In Nigeria, _____ forms the largest chunk of the business world, employing the highest percentage of the Nigerian Labour force.
9. _____ is the enterprising human action in pursuit of the generation of value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.
10. _____ identified three characteristics of entrepreneurial activity.

11. _____ is the tendency to pursue creativity and experimentation.
12. A _____ organization is one that adopts an opportunity-seeking perspective.
13. _____ refers to the tendency to engage in bold rather than cautious actions.
14. Along with Sales, Support, Manufacturing and Finance, the _____ is one of the pillars of any organization.
15. _____ measures the monetary value of final goods and services produced in country in a given period of time.
16. _____ can help you distinguish your brand from competitors.
17. _____ fosters brand awareness while educating target audiences on a brand's products or services.
18. _____ is a marketing function that involves securing funding, either internally or externally to create marketing campaigns.
19. _____ is a function of marketing that requires collaboration across departments to ensure that each product reaches your consumers in its intended fashion.
20. _____ are ethically produced products which appeal to a segment of customer.
21. _____ are donations that are made to charity based on product sales.
22. _____ are long term debt instruments issued by government or companies to meet its financial requirement.
23. _____ is the hub for companies looking forward to raising their capital.
24. A financial market is classified as a _____.
25. There are around _____ major commodity markets all over the world.

(25 MARKS)

SECTION B

1. Mention the 10 functions of a Business Administrator. (10 Marks)
2. List five factors affecting entrepreneurship in Nigeria. (5 Marks)
3. Highlight five features of business environment. (5 Marks)
4. Highlight five product management strategies. (5 Marks)
5. State the physical and digital methods of distribution. (5 Marks)
6. Highlight four engagement plans in corporate social responsibilities. (4 Marks)
7. List any five benefits of corporate social responsibilities (5 Marks)
8. Illustrate Financial Market Function with the aid of a well-labelled diagram only. (6 Marks)