



BOWEN UNIVERSITY, IWO
College of Management and Social Sciences
Business Administration Programme
Second Semester 2021/2022 Examination

Level	: 200
Course Title	: Principles of Business Administration II
Course Code	: BUS 202
Credit	: 3
Instruction	: Answer Question 1 and any other three (3) questions
Time Allowed	: 2 Hours, 30 Minutes
Date	: Wednesday, 20 th July, 2022

1. (a) The social-cultural environment manifest in different areas such as? (10 Marks)
(b) Explain five (5) elements of a micro business environment (15 Marks)
2. (a) Discuss the situational factors within the internal environment of a business (10 Marks)
(b) Expatiate on the socio-cultural environment characteristics in relation to social, cultural, demographic and educational characteristics. (5 Marks)
3. (a) Discuss the importance of the human resource function in ensuring a successful operation of an organisation (10 Marks)
(b) In what way do the technology advancement influences organisation in Nigerian business environment? (5 Marks)
4. (a) The legal framework is to protect the various public enterprises from being harmed. What are some specific area which the legal control could affect and how? (10 Marks)
(b) The most important aspect of any business are the customers. What are the expectations from the marketing function to the customers? (5 Marks)
5. (a) Explain five (5) ways in which the current economic environment significantly affects business operation. (10 Marks)
(b) Justify your argument "for" or "against" the need for social responsibility from business organisation (5 Marks)
6. (a) In what way can business organisations be socially responsible to their environment? (5 Marks)
(b) Explain five (5) tasks under the marketing function. (10 Marks)