



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

Level	: 100
Course Title	: Introduction to Business II
Course Code	: BUS 102
Credit	: 3
Instruction	: Answer Question 1 and any other 3 Questions
Time Allowed	: 3 Hours
Date	: 9 th of July, 2022

1. (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. Explain any five (5) challenges of managing a business in Nigeria. **(10 Marks)**
(b) Enumerate the solutions to the challenges facing business enterprises in Nigeria? **(10 Marks)**
(c) What are the effects of these challenges to the society? **(5 Marks)**
2. (a) Define International Business **(5 Marks)**
(b) Why do companies engage in international businesses? **(10 Marks)**
3. (a) What is Production System? **(5 Marks)**
(b) Discuss the various classifications of Production System **(10 Marks)**
4. (a) List the purposes of Marketing Research **(5 Marks)**
(b) Explain the 4Ps of Marketing Mix **(10 Marks)**
5. (a) What is finance? **(5 Marks)**
(b) Explain 5 short-term sources of financing **(10 Marks)**
6. (a) According to Cascio (2006), what is productivity? **(5 Marks)**
(b) List 10 factors that influences plant location **(10 Marks)**