



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)**