

Faculty of Business & Finance  
Course No: BUS 1305  
Course Title: Principals of management 2  
Date: 12 Jan 2015  
No. of Questions: 5



Final Exam  
1<sup>st</sup> Semester 2014/2015  
Total Grade: 60

Lecturer Name: Mr. Yousif Alagha  
Dep./Specialist: Mandatory  
Using Dictionary (NO)  
Using calculator: (NO)  
Time: 2 hours

Student name: \_\_\_\_\_ Student No.: \_\_\_\_\_ Class: \_\_\_\_\_

Dear students,

First of all you should to read carefully through all the exam questions, and then you have to attempt the questions and branches that you think you can answer completely.

This exam contains five questions, question one multiple choice compulsory to answer, then question two you have to define seven of seven terminologies, while both questions three and four contains five branches, students should to attempt three branches of each questions, however question five contains four branches you should to attempt two only.

Any student answer more than the required, this will not be marked.

Moreover, student whom answers different branches form different questions, this will not support him, where the marking criteria depends on answer all the branches of the question.

Note: please ensure that this exam contains 10 papers.

Good luck & best wishes

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**For instructor use only**

Question 1	Question 2	Question 3	Question 4	Question 5	TOTAL GRADE

**Notes:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature, \_\_\_\_\_

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**IT IS COMPULSORY TO ANSWER ALL QUESTIONS**

**QUESTION ONE: Ten branches (10 Marks)**

Chose the suitable answer among the answers listed following each statement:

***Please spot the answered question the table, just spotted questions will be marked***

1				2				3				4				5			
A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
6				7				8				9				10			
A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D

- \_\_\_\_\_ refers to the number of different tasks required in a job and the frequency with which those tasks are repeated.
  - A) Job scope
  - B) Job depth
  - C) Task significance
  - D) Task identity
  
- \_\_\_\_\_ refers to the horizontal expansion of a job by increasing job scope, or the number of different tasks required in a job and the frequency with which those tasks are repeated.
  - A) Job enrichment
  - B) Empowerment
  - C) Job enlargement
  - D) Job sharing
  
- \_\_\_\_\_ refers to the vertical expansion of a job by adding planning and evaluating responsibilities.
  - A) Job enrichment
  - B) Job enlargement
  - C) Job sharing
  - D) Job rotation
  
- In the job characteristics model, \_\_\_\_\_ refers to the degree to which a job requires completion of a whole and identifiable piece of work.
  - A) task significance
  - B) skill variety
  - C) autonomy
  - D) task identity




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Student name: \_\_\_\_\_ Student No.: \_\_\_\_\_ Class: \_\_\_\_\_

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5. Social interaction in the form of work group communications provides a way for employees to express themselves.

- A) Non-verbal communication                      B) Interpersonal communication  
 C) Jargon    D) Emotional expression

6. All organizations produce goods or services through a(n) \_\_\_\_\_ process.

- A) transformation                                      B) engineering  
 C) manufacturing                                      D) planning

7. The \_\_\_\_\_ is the entire series of organizational work activities that add value at each step from raw materials to finished product.

- A) production cycle                                      B) value chain  
 C) manufacturing cycle                                      D) distribution network

8. \_\_\_\_\_ is a quality program based on the statistical standard that establishes a goal of no more than 3.4 defects per million units or procedures.

- A) ISO 9000    B) Six Sigma  
 C) Quality test matrix                                      D) ISO 9001

9. Achieving ISO 9000 certification provides proof that \_\_\_\_\_.

- A) the company produces the best quality products in the industry  
 B) the defect ratio of the company is less than 3.4 units per million  
 C) the product or service is produced in the United States  
 D) a quality operations system exists in the company

10. \_\_\_\_\_ is a design-to-order concept which provides consumers with a product when, where, and how they want it.

- A) Rapid manufacturing                                      B) Push production  
 C) Mass customization                                      D) Serial production

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**QUESTION TWO: (Nine branches)**

**(10 Marks)**

*Attempt SEVEN branches only:*

Targeting: \_\_\_\_\_  
\_\_\_\_\_

Sole proprietorship: \_\_\_\_\_  
\_\_\_\_\_

TQM: \_\_\_\_\_  
\_\_\_\_\_

Lean organization: \_\_\_\_\_  
\_\_\_\_\_

Cost leadership strategy: \_\_\_\_\_  
\_\_\_\_\_

SWOT analysis: \_\_\_\_\_  
\_\_\_\_\_

Job characteristics model (JCM): \_\_\_\_\_  
\_\_\_\_\_

Motivation-hygiene theory: \_\_\_\_\_  
\_\_\_\_\_

Entrepreneurship: \_\_\_\_\_  
\_\_\_\_\_

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**QUESTION THREE (Five branches)**

**(15) Marks**

Answer THREE branches only

- a) Define the nature and purpose of value chain management.
- b) Explain the concepts of job enlargement and job enrichment with suitable examples, and analyze their effectiveness in motivating employees.
- c) What do you think it means to be a successful entrepreneurial venture? How about a successful entrepreneur?
- d) Explain briefly the factors that influencing consumer behavior.
- e) Explain why human resource management (HRM) is important to organizational success.

Question three answers – branch No.

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**QUESTION FOUR (Five branches) (15 Marks)**

*Answer THREE branches only*

- a) Core product, Actual product, and augmented product are the three levels of product. Discuss these three levels.
- b) Discuss the overlap the result from the findings of market research and marketing research.
- c) List and explain the different elements of the brand.
- d) Mission statements provide clues to what organizations see as their purpose. What should a mission statement include?
- e) In any industry, five competitive forces dictate the rules of competition. Discuss Porter’s five forces model.

Question four answers – branch No.



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