



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 four questions, question one multiple choice, then question two you have to determine true of false for five statement then correct the false one, while through question three you have to define five of seven terminologies, finally question four contains seven branches you should to attempt four branches only.

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

Moreover, student whom answers different branches form different questions contrary to what is mentioned this will not support him; where the marking criteria depends on answer all the required branches of the question.

Please make sure that this exam sheet contains 8 pages.

Good luck & best wishes

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**For instructor use only:**

Question 1	Question 2	Question 3	Question 4	TOTAL GRADE

**Notes:**

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**QUESTION ONE: (Ten branches)**

**15 Marks**

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

*Please spot the answered question the table, just the 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

1. The hierarchy of needs theory of motivation was proposed by \_\_\_\_\_, a psychologist who proposed that within every person is a hierarchy of five needs.

- A) Douglas McGregor
- B) Frederick Herzberg
- C) Abraham Maslow
- D) David McClelland

2. Frederick Herzberg's two-factor theory proposes that \_\_\_\_\_.

- A) intrinsic factors cause job dissatisfaction
- B) extrinsic factors have the maximum effect on job satisfaction
- C) extrinsic factors are associated with job dissatisfaction
- D) intrinsic factors have little effect on job satisfaction

3. Which of the following are the three needs identified in the three-needs theory of motivation?

- A) need for affiliation, need for security, need for power
- B) need for achievement, need for power, need for affiliation
- C) need for power, need for achievement, need for safety
- D) need for power, need for safety, need for affiliation

4. According to the three-needs theory, the need for \_\_\_\_\_ is the desire for friendly and close interpersonal relationships.

- A) control
- B) affiliation
- C) power
- D) achievement




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5. \_\_\_\_\_ 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 |

6. \_\_\_\_\_ 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 |

7. \_\_\_\_\_ 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    |

8. Market positioning is:

- A) the arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of the target consumer.
- B) Marketer concentrates on being the very best within a single tiny segment
- C) where producers usually offering a basic product that would be used by almost all age groups and lifestyles
- D) the process of evaluating each market segment's attractiveness and selecting one or more segments to enter

9. According to the JCM, which job characteristic leads to an employee experiencing responsibility for outcomes of his or her work?

- |                      |                  |
|----------------------|------------------|
| A) task significance | B) autonomy      |
| C) feedback          | D) skill variety |



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

A) transformation

B) engineering

C) manufacturing

D) planning

**QUESTION TWO: (Five branches)**

**10 Marks**

Determine each of the following statements either TRUE or FALSE, and then correct the false one.

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

1	2	3	4	5

1. The first step in the strategic management process is analyzing the external environment.

\_\_\_\_\_

2. The BCG matrix evaluates an organization's various businesses to identify which ones offer high potential and which ones drain organizational resources.

\_\_\_\_\_

3. Achieving ISO 9000 certification provides proof that a company produces the best product in the industry.

\_\_\_\_\_

4. Communication does not only serve to inform; it can also act to control behavior.

\_\_\_\_\_

5. Informal communication is organizational communication defined by the organization's structural hierarchy.

\_\_\_\_\_



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**QUESTION THREE: (Seven branches)**

**(15 Marks)**

*Define FIVE branches only of the following:*

**BCG Matrix:** \_\_\_\_\_

\_\_\_\_\_

**First Mover Strategy:** \_\_\_\_\_

\_\_\_\_\_

**Branding:** \_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

**Six Sigma:** \_\_\_\_\_

\_\_\_\_\_

**Hygiene factors:** \_\_\_\_\_

\_\_\_\_\_

**Expectancy theory:** \_\_\_\_\_

\_\_\_\_\_







