

Course No: MGNA 3216
Course Title: principles of
Management for arabic
Date: 08/06/2017
No. of Questions: 3
Time: 2hours
Using Calculator (No)

University of Palestine



final Exam
2nd '2016/2017
Total Grade:

Instructor Name: Dr. EzzElarab
Elawoor
Student No.: _____
Student Name: _____
College Name: Business & Finance
Dep. / Specialist: _____
Using Dictionary (No)

First Question

Which of the following questions is (True) or (False):

1. Bureaucracy = authority should be something that was part of a person's job and passed from individual to individual as one person left and another took over.
2. *Henry Fayol* defined Scalar Chain – is the organizational structure which starts from the top manager to the labors.
3. Behavioral management theory defined Human relations and the social needs of workers are crucial aspects of business management.
4. HRM is a significant source of competitive advantage?
5. Managers must ensure that they have the right number and kinds of people in the right places at the right times, people who are capable of effectively and efficiently completing those tasks that will help the organization achieve its overall goals.
6. Job specification is a written statement that describes what a job holder does, how it's done, and why it's done. It typically includes job content, job environment, and conditions of employment.
7. Job description states the minimum qualifications that a person must possess to perform a given job successfully. It identifies the knowledge, skills, and attitudes needed to do the job effectively.
8. Selection in HRM means- screening job applicants to ensure that the most appropriate candidates are hired
9. Motivation means – The process by which a person's efforts are energized, directed, and sustained toward attaining a goal.
10. Marketing is the process by which companies *create value* for customers and build strong customer *relationships* in order to *capture value* from customers in return.

Second Question

Multiple choice, choose the right answer?

1. Bureaucracies have the following characteristics:
 - a. Well-defined hierarchy
 - b. Division of labour and specialization
 - c. Rules and regulations
 - d. All the above
2. Administrative Principle by *Henry Fayol* includes:
 - a. Centralization
 - b. Equity Initiative
 - c. Unity of direction
 - d. All the above
 - e. None of the above
3. Marketing consists of those business activities that relate directly to:
 - a. Identifying a target market
 - b. Determining target market potential
 - c. Preparing, communicating, and delivering a bundle of satisfaction to the target market.
 - d. All the above
4. An evaluation process that encompasses market segmentation, marketing research, and sales forecasting;
 - a. Customer profile; a description of potential customers in a target market
 - b. Sales forecasts; "Most likely," "pessimistic," & "optimistic"

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- c. None
- d. All the above
- 5. Managers must motivate people to:
 - a. Determine goals
 - b. Maintain a positive attitude
 - c. Leave personal problems aside
 - d. All the above
- 6. Job design means;
 - a. The way tasks are combined to form complete jobs.
 - b. The way performing jobs.
 - c. The way operations are combined to form complete jobs.
 - d. All the above
- 7. Performance management system includes;
 - a. Establishes performance standards that are used to evaluate employee performance
 - b. A pay system that rewards employees for the job skills they can demonstrate
 - c. A pay system in which an individual's compensation is contingent on performance
 - d. All the above
- 8. job analysis means;
 - a. A process in which workflows are analyzed and the skills and behaviors necessary to perform jobs are identified.
 - b. Is a written statement that describes what a job holder does, how it's done, and why it's done. It typically includes job content, job environment, and conditions of employment.
 - c. States the minimum qualifications that a person must possess to perform a given job successfully. It identifies the knowledge, skills, and attitudes needed to do the job effectively.
 - d. All the above
- 9. Orientation in HRM means:
 - a. introducing a new employee to his or her job and the organization
 - b. screening job applicants to ensure that the most appropriate candidates are hired
 - c. introduce employees to consumers
 - d. all the above
- 10. In the market analysis Customer profile contents;
 - a. A description of potential customers in a target market
 - b. "Most likely," "pessimistic," & "optimistic
 - c. Market segmentations
 - d. All the above

Third Question

Answer only 4 questions of the followings;

1. Discuss Quality School of management with clearing Quality management considers?
2. Draw An Overview of the HR Planning Process?
3. Define motivation and Why Motivation matters?
4. Mention the Marketing Mix with brief identification of each?
5. Draw Maslow's Hierarchy of Needs Theory?

End of Questions

Good Luck