

Course No: BGMS2201  
Course Title: SBM  
Date: 29 / 03/ 2011  
No. of Questions: 2  
Time: 60 Minutes  
Using Calculator (No)

University of Palestine



Mid examination  
2<sup>nd</sup> Semester 2010/2011  
Total Grade: 20

Instructor Name: Shefa El Sagga  
Student No.: \_\_\_\_\_  
Student Name: \_\_\_\_\_  
College Name: \_\_\_\_\_  
Dep. / Specialist: \_\_\_\_\_  
Using Dictionary, Mobile (No)

### **Answer all questions**

First Question	No. of Branches (1)	(06/20)
<b>Q1 B1</b>		<b>(06/06)</b>

**Choose the correct answer of the following.**

- Which of the below are signs of the entrepreneurial revolution:**
  - Increase in government interest and programs.
  - Increase in entrepreneurial activities in large businesses.
  - Increase in organizations that advance the small business cause.
  - All of the above.
- Which criterion may be used to distinguish a small business from a large one .**
  - Annual Export levels.
  - Number of employees.
  - Total annual expenditures.
  - Products sold by the business.
- Which is not a contribution of small businesses :**
  - Productivity and profitability
  - Social and community contributions
  - Large increase in manufacturing jobs
  - Innovations and inventions.
- \_\_\_\_\_ is one of the most important skills needed by a small business owner in order to succeed .**
  - Marketing capability.
  - Production and operations expertise.
  - Financial management expertise.
  - A flair for innovation.
- \_\_\_\_\_ is the number one cause of small business bankruptcy.**
  - Labour legislation.
  - Employee fraud.
  - Economic downturn.
  - Supplier difficulties.
- An individual may seek to start up his/her own small business because of:**
  - The potential for increased contact with people.
  - The chance for independence.
  - The opportunity for skill development .
  - All of the Above.



7. \_\_\_\_\_ is data that has been previously published by another organization .

- A. Primary data
- B. Analytical data
- C. Secondary data
- D. Research data.

8. There are three steps in preparing a feasibility analysis. They are, in order:

- I. Calculate market share.
- II. Calculate net income and cash flow.
- III. Calculate market potential .

- A. I, II, III.
- B. I, III, II.
- C. III, I, II.
- D. III, II, I.

9. A non-quantitative assessment of business opportunities might involve the analysis of :

- A. An individual's goals
- B. Market potential and market share
- C. An individual's lifestyle
- D. A and C.

10. CORRECT The most effective business objectives are:

- A. Specific and Quantitative.
- B. General and long-term in nature.
- C. Qualitative and have a broad focus.
- D. None of the above.

11. INCORRECT Uncontrollable factors may affect the marketing of a business' product or service and may include:

- A. Existing or pending legislation.
- B. New Technology.
- C. Cultural norms of the market.
- D. All of the above.

12. INCORRECT Which of the following should be planned before the opening of the business?

- A. Planning the accounting and bookkeeping systems
- B. Determining the financial evaluation of operations
- C. Establishing capital requirements and feasibility projections.
- D. All of the above.



Second Question	No. of Branches (1)	(14/20)
<u>Q2 B1</u>		<u>(02/14)</u>
<u>Q2 B2</u>		<u>(02/14)</u>
<u>Q2 B3</u>		<u>(02/14)</u>
<u>Q2B4</u>		<u>(02/14)</u>
<u>Q2 B5</u>		<u>(02/14)</u>
<u>Q2 B6</u>		<u>(04/14)</u>
<u>Q2 B7</u>		<u>(02/14)</u>
Answer 6 questions Except question N.6 Mandatory.		

**Q2.1: What are the contributions small businesses can make to society?.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

**Q2.2: What does the advantages of starting a small business?.**

**Advantages of Small Business Ownership.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

**Q2.3: What is the difference between an entrepreneur and a manager?.**

**Managerial Skills Characteristics:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Entrepreneurial Skills Characteristics:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



**Q2.4: What are three ways of entering the market?.**

**Three Ways**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Q2.5: What steps are involved in determining the financial feasibility of a retail store?.**

**Retail Firm:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Q2.6: What steps are involved in preparing a business plan?.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Q2.7: What are the disadvantages of owning a small business?.**

**Disadvantages of Organizing a Business from Scratch.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

**End of Questions**

***Good Luck for all***