

Course No: MAN4321/MIS 3304  
 Course Title: S. Management  
 Date: 12 / 11/ 2011  
 No. of Questions: 3  
 Time: 60 Minutes  
 Using Calculator (No)

University of Palestine



Final examination  
 1<sup>st</sup> 2011/2012  
 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)	(03/20)
<b>Q1: B1</b>		<b>(03/03)</b>
<b>First Q: Definitions</b>		
<p><b>1. Strategic Management?.</b></p> <p>_____</p> <p>_____</p> <p>_____</p>		
<p><b>2. Compare and contrast vision statements with mission statements in terms of composition and importance?.</b></p> <p>_____</p> <ul style="list-style-type: none"> <li>▪ _____</li> <li>▪ _____</li> <li>▪ _____</li> </ul>		
Second Question	No. of Branches (2)	(03/20)
<b>Q2 B1</b>		<b>(03/03)</b>
<b>Second Q: Remember only</b>		
<p><b>1. What are function that Strategic management achieves a firm's success through integration?.</b></p> <p>1. _____ 2. _____</p> <p>3. _____ 4. _____</p> <p>5. _____ 6. _____</p>		
<p><b>2. Remember the Benefits from a strong mission?.</b></p> <p>1. _____ 2. _____</p> <p>3. _____ 4. _____</p>		
<p><b>3. What are the mine Forces to Gather competitive intelligence?.</b></p> <p>1. _____ 2. _____</p> <p>3. _____ 4. _____</p> <p>5. _____ 6. _____</p> <p>7. _____ 8. _____</p> <p>9. _____</p>		

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**4. What are the Sources of Information to do External Audit?.**

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

**5. Identifying rival firms of competitive forces?.**

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

**6. What are the Financial Benefits of Strategic Management?.**

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

Third Question	No. of Branches (1)	(14/20)
<b>Q3B1</b>		<b>(03/03)</b>
<b>Q3 B2</b>		<b>(02/02)</b>
<b>Q3 B3</b>		<b>(03/03)</b>
<b>Q3 B4</b>		<b>(02/02)</b>
<b>Q3 B5</b>		<b>(02/02)</b>
<b>Q3 B6</b>		<b>(02/02)</b>

**Third Q: Answer Six from Six questions:**

**1. What are the Stages of strategic planning?. What are the elements every stage?.**

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
- 1.** \_\_\_\_\_
- a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  - e. \_\_\_\_\_
  - f. \_\_\_\_\_



2. \_\_\_\_\_  
a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

3. \_\_\_\_\_  
a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

**2. What Key Strategic Management Questions are?.**

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

**3. list the component Mission Components?.**

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

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4. Explain how to conduct an external strategic-management audit?.

\_\_\_\_\_

\_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. Use Porter's five-force model to evaluate competitiveness within the Gaza banking industry?.

■ \_\_\_\_\_

\_\_\_\_\_

**The five forces are :**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

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

■ \_\_\_\_\_

\_\_\_\_\_

6. Let's say your boss develops an External Factor Evaluation (EFE) Matrix that includes 62 factors. How would you suggest reducing the number of factors to 20?.

■ \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

■ \_\_\_\_\_

\_\_\_\_\_

■ \_\_\_\_\_

\_\_\_\_\_

**End of Questions**  
***Good Luck for all***