



Course No: MAN 4321 Course Title: Strategic Management Date: 26/11/2016 No. of Questions: (5) Time: 1 Hour Using Calculator (Yes)	University of Palestine  Mid Term Exam. (2) 1st Semester 2016/2017 Total Grade: (15)	Instructor Name: Mr. Abdel Fatah Afifi Student No.: ----- Student Name:----- College Name:----- Dep. / Specialist:----- Using Dictionary: (No)
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Answer the following questions:

Q 1: Select (T) for true statements and (F) for wrong ones:

No	Statement	T / F
1	The purpose of an external audit is to develop a finite list of opportunities that could benefit a firm and threats that should be avoided.	
2	The Resource-Based View (RBV) approach to competitive advantage contends that external resources are more important for a firm than internal factors in achieving and sustaining competitive advantage.	
3	Marketing research is the systematic gathering, recording, and analyzing of data about problems relating to the marketing of goods and services.	
4	Controlling refers to all those managerial activities directed toward ensuring that activities are centered on personnel or human resource management.	
5	Quantitative forecasts are most appropriate when historical data are available and when the relationships among key variables are expected to remain the same in the future.	

Q2: The controlling function of management is particularly important for effective strategy evaluation. What are the basic steps to achieve it?

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Q3: select the correct answer of the following:

Q3:1: For a resource to be valuable, it must be either:


1. Rare,
2. Hard to imitate,
3. Not easily substitutable.
4. All of above
5. Non of above

Q3:2: Planning consists of all those managerial activities related to preparing for the future. Specific tasks include:

1. Establishing objectives
2. Developing policies
3. Job descriptions
4. Job specifications
5. 1 + 2
6. 3 + 4
7. Non of above

Q3:3: Motivating involves efforts directed toward shaping human behavior. Specific topics include:

1. Leadership,
2. Communication,
3. Work groups,
4. All of above
5. Non of above

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Q4: What are the steps required to perform a cost/benefit analysis?

Q5: What does performing an internal audit require?

Good Luck