


<b>Course No: MAN 4334</b> <b>Course Title:</b> <b>Entrepreneurship and Small Business Management.</b> <b>Date: 1<sup>ed</sup>/December /2016</b> <b>No. of Questions: (3)</b> <b>No. of pages: (2)</b> <b>Time: 1 hour.</b>	<b>University of Palestine</b>  <b>Mid term Exam (2)</b> <b>First Semester</b> <b>2015/2016</b> <b>Total Grade: (15)</b>	<b>Student Name:-----</b> <b>-----</b> <b>Student No: -----</b> <b>College Name: Finance &amp; Business</b> <b>Dep. / Specialist:</b> <b>Business Administration (E)</b> <b>Instructor Name:</b> <b>Mrs. Rand Alastal</b>
--	--	--

<b>Q1: 2 marks</b>	<b>Q2: 5 marks</b>	<b>Q3: 8 marks</b>	<b>Total Grade: 15</b>

**Answer the following questions:**

**Q 1: Compare between (2 marks)**

	<b>The Five Ps of Negotiating</b>	<b>The five Cs of credit</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		

**Q2: Short Note**

**(5 Marks)**

**First: Types of Franchising:**

**(1.5 mark)**

- 1).....
- 2).....
- 3).....

**Second: Describe the various methods used in valuing a business?(1.5 mark)**

- 1).....
- 2).....
- 3).....

**Third: Draw A useful tool for analyzing an industry’s attractiveness: (Porter’s Five Forces model)? (2 marks)**

.....

.....

.....

.....

.....


.....

.....

.....

.....

.....

<b>Course No: MAN 4334</b> <b>Course Title:</b> <b>Entrepreneurship and Small Business Management.</b> <b>Date: 1<sup>ed</sup>/December /2016</b> <b>No. of Questions: (3)</b> <b>No. of pages: (2)</b> <b>Time: 1 hour.</b>	<b>University of Palestine</b>  <b>Mid term Exam (2)</b> <b>First Semester</b> <b>2015/2016</b> <b>Total Grade: (15)</b>	<b>Student Name:-----</b> <b>-----</b> <b>Student No: -----</b> <b>College Name: Finance &amp; Business</b> <b>Dep. / Specialist:</b> <b>Business Administration (E)</b> <b>Instructor Name:</b> <b>Mrs. Rand Alastal</b>
--	--	--

**Q3: Explain the following: (8marks)**

**First: Guess that you are an *Executive Manager* in five starsHotel and the General Manager of Hotel chain ask you to give an order to buy a Hotel in south of city. How to Buy a Business? (4marks)**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**Second: when you are a *Decision Maker* you have to draw Crafting a Winning Business Plan. what does a business plan offerfor success in the market ? (4marks)**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

*Best Wishes And Good Luck”*  
**MRS. RAND ALASTAL.**