

Faculty of Business & Finance

Course No: BUS 1305

Course Title: Principals of
management 2

Date: 21 MAY 2013

No. of Questions: 4



Final Exam

2nd Semester 2012/2013

Total Grade: 55

Lecturer Name: Mr. Yousif Alagha

Dep./Specialist: Mandatory

Using Dictionary (NO)

Using calculator: (NO)

Time: 2 hours

Student name: _____ Student No.: _____ Class: _____

Dear students,

First of all you should to read carefully through all the exam questions, and then you have to attempt the questions and branches that you think you can answer completely.

This exam contains four questions, question one multiple choice compulsory to answer, then question two you have to define five of seven terminologies, while both questions three and four contains four branches, students should to attempt two branches of each questions. In addition question five for students whom did not attend the 1st midterm exam, while question six for students whom did not attend the 2nd midterm exam.

Any student answer more than the required, this will not be marked.

Moreover, student whom answers different branches form different questions, this will not support him, where the marking criteria depends on answer all the branches of the question.

Good luck & best wishes

Question 1	Question 2	Question 3	Question 4	Question 5	TOTAL GRADE

Notes:

Signature, _____



Student name: _____ Student No.: _____ Class: _____

IT IS COMPULSORY TO ANSWER ALL QUESTIONS

QUESTION ONE: (fifteen branches) – 15 Marks

Chose the suitable answer among the answers listed following each statement:

Please spot the answered question the table, just the spotted questions will be marked

1				2				3				4				5			
A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
6				7				8				9				10			
A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
11				12				13				14				15			
A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D

1. The hierarchy of needs theory of motivation was proposed by _____, a psychologist who proposed that within every person is a hierarchy of five needs.

- A) Douglas McGregor
- B) Frederick Herzberg
- C) Abraham Maslow
- D) David McClelland

2. Frederick Herzberg's two-factor theory proposes that _____.

- A) intrinsic factors cause job dissatisfaction
- B) extrinsic factors have the maximum effect on job satisfaction
- C) extrinsic factors are associated with job dissatisfaction
- D) intrinsic factors have little effect on job satisfaction

3. Which of the following are the three needs identified in the three-needs theory of motivation?

- A) need for affiliation, need for security, need for power
- B) need for achievement, need for power, need for affiliation
- C) need for power, need for achievement, need for safety
- D) need for power, need for safety, need for affiliation

4. According to the three-needs theory, the need for _____ is the desire for friendly and close interpersonal relationships.

- A) control
- B) affiliation
- C) power
- D) achievement



Student name: _____ Student No.: _____ Class: _____

5. _____ refers to the number of different tasks required in a job and the frequency with which those tasks are repeated.

- | | |
|----------------------|------------------|
| A) Job scope | B) Job depth |
| C) Task significance | D) Task identity |

6. _____ refers to the horizontal expansion of a job by increasing job scope, or the number of different tasks required in a job and the frequency with which those tasks are repeated.

- | | |
|--------------------|----------------|
| A) Job enrichment | B) Empowerment |
| C) Job enlargement | D) Job sharing |

7. _____ refers to the vertical expansion of a job by adding planning and evaluating responsibilities.

- | | |
|-------------------|--------------------|
| A) Job enrichment | B) Job enlargement |
| C) Job sharing | D) Job rotation |

8. In the job characteristics model, _____ refers to the degree to which a job requires completion of a whole and identifiable piece of work.

- | | |
|----------------------|------------------|
| A) task significance | B) skill variety |
| C) autonomy | D) task identity |

9. According to the JCM, which job characteristic leads to an employee experiencing responsibility for outcomes of his or her work?

- | | |
|----------------------|------------------|
| A) task significance | B) autonomy |
| C) feedback | D) skill variety |

10. All organizations produce goods or services through a(n) _____ process.

- | | |
|-------------------|----------------|
| A) transformation | B) engineering |
| C) manufacturing | D) planning |



Student name: _____ Student No.: _____ Class: _____

11. The _____ is the entire series of organizational work activities that add value at each step from raw materials to finished product.

- A) production cycle
B) value chain
C) manufacturing cycle
D) distribution network

12. _____ is a quality program based on the statistical standard that establishes a goal of no more than 3.4 defects per million units or procedures.

- A) ISO 9000
B) Six Sigma
C) Quality test matrix
D) ISO 9001

13. Achieving ISO 9000 certification provides proof that _____.

- A) the company produces the best quality products in the industry
B) the defect ratio of the company is less than 3.4 units per million
C) the product or service is produced in the United States
D) a quality operations system exists in the company

14. _____ is a design-to-order concept which provides consumers with a product when, where, and how they want it.

- A) Rapid manufacturing
B) Push production
C) Mass customization
D) Serial production

15. Market positioning is:

- A) the arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of the target consumer.
B) Marketer concentrates on being the very best within a single tiny segment
C) where producers usually offering a basic product that would be used by almost all age groups and lifestyles
D) the process of evaluating each market segment's attractiveness and selecting one or more segments to enter



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QUESTION TWO: (seven branches) – 10 Marks

Attempt FIVE branches only:

Sole proprietorship: _____

Entrepreneurial ventures: _____

Entrepreneurship: _____

Targeting: _____

Intellectual property: _____

Hygiene factors: _____

Expectancy theory: _____



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QUESTION THREE: (four branches) – 15 Marks

Answer TWO branches only

1. Define the nature and purpose of value chain management.
2. Explain the concepts of job enlargement and job enrichment with suitable examples and analyze their effectiveness in motivating employees.
3. What do you think it means to be a successful entrepreneurial venture? How about a successful entrepreneur?
4. Explain briefly the factors that influencing consumer behavior.

QUESTION FOUR: (four branches) – 15 Marks

Answer TWO branches only

1. Describe how value chain management is done.
2. How can managers use the job characteristics model (JCM) to design jobs?
3. What are the obstacles that managers must deal with in managing the value chain? Briefly explain.
4. Explain briefly types of buying decision behavior

=====

QUESTION FIVE: for students whom did not attend the 1st midterm exam - (20 Marks)

1. Discuss the dimensions of the Global Leadership and Organizational Behavior Effectiveness (GLOBE) framework. Describe how each dimension compares to Hofstede's five dimensions of national culture.

QUESTION SIX: for students whom did not attend the 2nd midterm exam – (10 Marks)

1. Explain why human resource management (HRM) is important to organizational success.

**END OF QUESTIONS
MY BEST WISHES & GOOD LUCK**

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Answers for question three – Branch No.

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Answers for question five – Branch No.

Lined area for writing answers, featuring a large, faint watermark of the University of Palestine logo in the background.

