

Faculty of Business & Finance

Course No: BUS 1305

Course Title: Principals of
management 2

Date: 24 March 2013

No. of Questions: 3



Midterm Exam

2nd Semester 2012/2013

Total Grade: 20

Lecturer Name: Mr. Yousif Alagha
Dep./Specialist: Common/Mandatory

Using Dictionary (NO)

Using calculator: (NO)

Time: 1 hour

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 three questions, question one multiple choice compulsory to answer, while both questions two and three contains four branches, students should to attempt two branches of each questions.

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: (one branch) – 5 Marks

A. 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

- Managers with a(n) _____ attitude view every foreign operation as different and hard to understand.
 - A) geocentric
 - B) polycentric
 - C) ethnocentric
 - D) regiocentric
- According to the text, which of the following is a typical definition of a multinational corporation?
 - A) It is a company that maintains operations in multiple countries.
 - B) It is a company that maintains franchises in multiple countries.
 - C) It is a company that has multiple home bases and manufacturing plants.
 - D) It is a company that pays corporate taxes in at least two countries.
- The _____ decentralizes its management and other decisions to the local country.
 - A) multidomestic corporation
 - B) global company
 - C) transnational organization
 - D) borderless organization
- A(n) _____ is a specific type of strategic alliance in which the partners form a separate, independent organization for some business purpose.
 - A) licensing
 - B) joint venture
 - C) global venture
 - D) strategic alliance



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

5. Judging a person on the basis of one's perception of a group to which he or she belongs is known as _____.

- A) integration
B) assimilation
C) stereotyping
D) diminution

6. Discrimination refers to _____.

- A) a preconceived belief, opinion, or judgment toward a person or a group of people
B) a tendency or preference toward a particular perspective or ideology
C) judging a person based on a perception of a group to which that person belongs
D) someone acting out their prejudicial attitudes toward people who are the targets of their prejudice

7. A study of the external environment allows a manager to understand the _____ and _____ for the organization.

- A) threats; weaknesses
B) strengths; weaknesses
C) strengths; opportunities
D) opportunities; threats

8. The third step in strategic management process is related to the analysis of the _____.

- A) external environment
B) internal environment
C) threats and opportunities
D) competitive strategy

9. In strategic management steps the combined external and internal analyses are called _____.

- A) competitor analysis
B) industry analysis
C) market analysis
D) SWOT analysis

10. In the Boston Consulting Group (BCG) matrix, a business unit that has a low anticipated growth rate but a high market share is known as a _____.

- A) cash cow
B) star
C) dog
D) question mark



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QUESTION TWO: (four branches) – 7 Marks

Answer two branches only

1. Contrast multinational, multidomestic, global, and transnational organizations.
2. Explain the relationship between bias, prejudice, stereotyping, and discrimination.
3. How the BCG matrix is used to manage corporate strategies.
4. Explain the six steps of strategic management

QUESTION THREE: (four branches) – 8 Marks

Answer two branches only

1. *Contrast ethnocentric, polycentric, and geocentric attitudes toward global business.*
2. *Distinguish between race and ethnicity.*
3. *Describe the three major types of corporate strategies*
4. Backward integration, forward integration, horizontal integration and vertical integration are strategies for expansion, define each strategy.

END OF QUESTIONS
MY BEST WISHES & GOOD LUCK

