



<b>Course No: MAN 3311</b> <b>Course Title: Purchasing &amp; Storage Management</b> <b>Date: 26 /03/2013</b> <b>No. of Questions: ( 6 )</b> <b>Time: 1 Hours</b> <b>Using Calculator (No)</b>	<b>University of Palestine</b>  <b>Midterm Exam.</b> <b>2<sup>nd</sup> Semester 2012/2013</b> <b>Total Grade: (20)</b>	<b>Instructor Name: Mr. Abdel Fatah Afifi</b> <b>Student No.: -----</b> <b>Student Name:-----</b> <b>College Name:-----</b> <b>Dep. / Specialist:-----</b> <b>Using Dictionary: (No)</b>
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**Q4: Differentiate between Market development strategy and product development strategy?**

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**Q 5: Multiple Choices:**

**Q5-1: The Advantages of Centralization:**


*(Select one answer)*

1. Closer coordination with local organization and buyers.
2. Buyer is in direct touch with the problems.
3. Centralization of stock control.
4. Statements 1 & 3

**Q5-2: The following are Advantages of Decentralization, Except:**

*(Select one answer)*

1. Closer coordination with local organization and buyers.
2. Simpler relationship with suppliers.
3. Buyer is in direct touch with the problems.
4. Local buyers are better informed about local markets.

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**Q 6: Select ( T ) for true statements and ( F ) for wrong ones:**

No	Statement	T / F
1	The benefits of outsourcing have become so obvious that they have hidden the very real associated costs.	
2	Organization is concerned with the division of work and the delegation of authority and responsibility in such a way that the objectives of the organization cannot be achieved.	
3	Support from the general manager helps to decrease recognition for the function and to discourage good horizontal relationships with other departments.	
4	Corporate planning is concerned with developing a long-term view of future developments and designing a plan, so that, the organization can achieve its chosen objectives.	
5	Internal flexibility comprises the pressure placed on finance to meet unanticipated contingencies and can be referred to as the liquidity strength of the company, measured by the relationship or ratio of equity to debts and asset position - current to fixed.	
6	Budget" is type of plan, a time span of 12 months.	
7	Complete centralization means each separate unit or factory has its own purchasing department and is responsible for obtaining its own requirements.	
8	Reciprocity involves a two-way flow of trade between companies so that each is both a seller and a buyer.	
9	Gap analysis shows graphically what the company or organization is trying to achieve and what outcomes would be likely if its current strategy continued to operate.	
10	The product development strategy involves the development of new or modified products designed to satisfy existing markets in which the firm operates.	

*Good Luck*