

Faculty of Business & Finance
Course No: BUS 1305
Course Title: Principals of
Management 2
Date: 19 May 2014
No. of Questions: 4



Final Exam
2nd Semester 2013/2014
Total Grade: 60

Lecturer Name: Mr. Yousif Alagha
Dep./Specialist:
Using Dictionary (NO)
Using calculator: (NO)
Time: 2 hours

Student name: _____

Student No.: _____

Dear students,

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

This exam contains four questions, each question contains several branches, and therefore you are required to attempt only the specific requirement for the four 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

=====

For instructor use only

Question 1	Question 2	Question 3	Question 4	TOTAL GRADE

Notes:

Signature, _____

Faculty of Business & Finance
 Course No: BUS 1305
 Course Title: Principals of
 Management 2
 Date: 19 May 2014
 No. of Questions: 4



Final Exam
 2nd Semester 2013/2014
 Total Grade: 60

Lecturer Name: Mr. Yousif Alagha
 Dep./Specialist:
 Using Dictionary (NO)
 Using calculator: (NO)
 Time: 2 hours

Student name: _____

Student No.: _____

Question One: Ten branches

10 Marks

Determine the following statements (True) or (False):

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

1		2		3		4		5		6		7		8		9		10	
T	F	T	F	T	F	T	F	T	F	T	F	T	F	T	F	T	F	T	F

- 1) Communication does not only serve to inform; it can also act to control behavior.
- 2) Upward communication is used to inform, direct, coordinate, and evaluate employees.
- 3) The first step in the strategic management process is analyzing the external environment.
- 4) A stability strategy is an organizational strategy in which an organization maintains the status quo.
- 5) The BCG matrix evaluates an organization's various businesses to identify which ones offer high potential and which ones drain organizational resources.
- 6) A company that competes by offering unique products that are widely valued by customers is following a differentiation strategy.
- 7) High organizational productivity leads to high levels of inflation for countries.
- 8) Value chain management is internally oriented and focuses on efficient flow of incoming materials to the organization.
- 9) Achieving ISO 9000 certification provides proof that a company produces the best product in the industry.
- 10) Organizations that produce low-cost products are referred to as lean organizations.



Student name: _____

Student No.: _____

Question Two: Twenty branches

20 Marks

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

Please spot the answered question in 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
16				17				18				19				20			
A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D

1) Good communication occurs only when the recipient _____.

- A) agrees with the sender's message
- B) does what the speaker asks
- C) understands the speaker's meaning
- D) makes eye contact with the speaker

2) During the communication process, the message is converted to a symbolic form. This process is called _____.

- A) decoding
- B) encoding
- C) deciphering
- D) expanding

3) Which of the following is true for the communication process?

- A) The decoding process takes place within the channel.
- B) Noise cannot affect the encoding of the message.
- C) Encoding takes place before the message reaches the medium.
- D) The sender decodes the message and then transmits it.

Faculty of Business & Finance
Course No: BUS 1305
Course Title: Principals of
Management 2
Date: 19 May 2014
No. of Questions: 4



Final Exam
2nd Semester 2013/2014
Total Grade: 60

Lecturer Name: Mr. Yousif Alagha
Dep./Specialist:
Using Dictionary (NO)
Using calculator: (NO)
Time: 2 hours

Student name: _____

Student No.: _____

4) Which of the following is an example of noise?

- A) sending unrequested sales messages to prospects
- B) adding your contact information at the end of an e-mail message
- C) leaving a message on the answering machine when you cannot reach someone
- D) thinking about the party you attended last night while sitting in a lecture

5) Jargon is _____.

- A) the capacity of a communication method to process complex messages
- B) a technique for deliberate manipulation of information to make it appear more favorable to the receiver
- C) specialized terminology that members of a group use to communicate among themselves
- D) a technique that increases the breadth potential of a communication method

6) Downward communication is used _____.

- A) by employees to give managers progress reports
- B) to coordinate and evaluate employees
- C) between employees at the same organizational level
- D) between people of different departments and organizational levels

7) When an organization is analyzing its labor supply, it is studying its _____.

- A) organizational culture
- B) internal environment
- C) external environment
- D) organizational mission

8) Top-level managers are responsible for _____ strategies.

- A) differentiation
- B) corporate
- C) competitive
- D) functional

Faculty of Business & Finance
 Course No: BUS 1305
 Course Title: Principals of
 Management 2
 Date: 19 May 2014
 No. of Questions: 4



Final Exam
 2nd Semester 2013/2014
 Total Grade: 60

Lecturer Name: Mr. Yousif Alagha
 Dep./Specialist:
 Using Dictionary (NO)
 Using calculator: (NO)
 Time: 2 hours

Student name: _____

Student No.: _____

9) Bella Vista Clothing targets teenage girls with a range of affordable ready-to-wear clothing. The company is opening two new outlets, as sales have been excellent. Which of the following represents strength for the company?

- A) The company's in-house designers have a knack for identifying and popularizing fashion trends.
- B) Disposable income is rising and consumers will have more money to spend on clothes.
- C) Overseas customers have shown an interest in buying Bella Vista clothes through the company's online store.
- D) A long-time competitor recently went out of business and Bella Vista can cut down on its advertising budget.

10) If a bank estimates the capabilities of its employees who provide customer service prior to implementing a new training program designed to change their method of providing customer service, it is _____.

- A) conducting an external analysis
- B) formulating its competitive strategies
- C) doing an internal analysis
- D) formulating its corporate strategies

11) In _____, a company grows by combining with competitors.

- A) concentrated integration
- B) horizontal integration
- C) vertical integration
- D) diversified integration

12) _____ takes place when a company combines with other companies in different, but associated, industries.

- A) Stabilized diversification
- B) Horizontal integration
- C) Vertical integration
- D) Related diversification

13) Heavy investment in _____ will help take advantage of the market's growth and help maintain high market share.

- A) cash cows
- B) stars
- C) question marks
- D) dogs

Faculty of Business & Finance
 Course No: BUS 1305
 Course Title: Principals of
 Management 2
 Date: 19 May 2014
 No. of Questions: 4



Final Exam
 2nd Semester 2013/2014
 Total Grade: 60

Lecturer Name: Mr. Yousif Alagha
 Dep./Specialist:
 Using Dictionary (NO)
 Using calculator: (NO)
 Time: 2 hours

Student name: _____

Student No.: _____

14) What is a strategic disadvantage of being a first mover?

- A) least opportunity to build customer loyalty
- B) risk of competitors imitating innovations
- C) no cost and learning benefit
- D) no control over resources

15) With all the changes occurring in the computer reseller market, you advise your client to stay with his present course until the market calms down. You are recommending that your client to use a _____ strategy.

- A) renewal
- B) stability
- C) growth
- D) retrenchment

16) A truly effective organization will maximize productivity by _____.

- A) providing low salaries to its employees
- B) integrating people into the overall operations system
- C) having a few more employees than what is needed
- D) limiting the use of technology and the Internet

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

- A) ISO 9000
- B) value chain
- C) productivity
- D) quality

18) 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

Faculty of Business & Finance
Course No: BUS 1305
Course Title: Principals of
Management 2
Date: 19 May 2014
No. of Questions: 4



Final Exam
2nd Semester 2013/2014
Total Grade: 60

Lecturer Name: Mr. Yousif Alagha
Dep./Specialist:
Using Dictionary (NO)
Using calculator: (NO)
Time: 2 hours

Student name: _____

Student No.: _____

19) _____ all marketing efforts begin and end with the customer; focus is on the customer needs.

- A) Product orientation
- B) Sales orientation
- C) Consumer orientation
- D) Relationship marketing

20) _____ setting high price to convey an image of high quality or uniqueness.

- A) Penetration pricing
- B) Skimming pricing
- C) Competitive pricing
- D) Prestige pricing

Question Three: Four branches 15 Marks

Attempt only TWO questions

- 1) Discuss the two best-known types of nonverbal communication. Include a specific example of each type of nonverbal communication to support your answer.
- 2) Explain how communication can have an impact on customer satisfaction and what managers can do to improve communication.
- 3) Discuss the advantages are of adopt branding strategy?
- 4) Discuss the concept of competitive advantage and explain how quality is a competitive advantage.

Question Four: Four branches 15 Marks

Attempt only TWO questions

- 1) Explain the concepts of job enlargement and job enrichment with suitable examples and analyze their effectiveness in motivating employees.
- 2) Discuss the five forces model and the various competitive strategies that an organization may use.
- 3) Define the nature and purpose of value chain management.
- 4) Discuss the different types of consumer buyer behavior

**End of Questions
Wish you all the best**

Faculty of Business & Finance
Course No: BUS 1305
Course Title: Principals of Management 2
Date: 19 May 2014
No. of Questions: 4



Final Exam
2nd Semester 2013/2014
Total Grade: 60

Lecturer Name: Mr. Yousif Alagha
Dep./Specialist:
Using Dictionary (NO)
Using calculator: (NO)
Time: 2 hours

Student name: _____

Student No.: _____

Question two answers

Branch

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Question two answers

Branch

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....