

Faculty of Business & Finance
Course No: MAN4334
Course Title: Small Business
Management
Date: 28 May 2014
No. of Questions: 5



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 five questions, each question contains several branches, and therefore you are required to attempt only the required branches of each question.

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	Question 5	TOTAL GRADE

Notes:

Signature, _____

Faculty of Business & Finance
 Course No: MAN4334
 Course Title: Small Business
 Management
 Date: 28 May 2014
 No. of Questions: 5



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: Four branches

15 Marks

Attempt only **TWO** branches

1. What are the difference among a summary business plan, a full business plan, and an operational business plan?
2. What are the differences between the industry analysis and the market analysis sections of a business plan?
3. Consider that you are developing completely new service, what type of information should you include in your business plan regarding the status of the development efforts?
4. Valuation is an essential part in the financial projection section; discuss the different tools of valuation through a business plan.

Question Two: Five branches

20 Marks

Attempt only **THREE** branches

1. Describe the differences between a core product and an actual product.
2. What is the purpose of writing a blog and establishing a presence on facebook, twitter, and other social media tools?
3. List and explain the different stages in the product life cycle. How can a small firm extend its product's life?
4. Briefly contrast between the Marketing research and market research. List some possible sources of market information.
5. Describe the strategies a small business could use when setting the price of a new product.

Faculty of Business & Finance
Course No: MAN4334
Course Title: Small Business
Management
Date: 28 May 2014
No. of Questions: 5



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 Three: Two branches

8 Marks

Attempt ONE branch only

1. What factors should a small business consider when selecting advertising media?
2. Describe the different promotional tools that could be beneficial for small business firms.
3. Discuss the Full View of the Opportunity Recognition Process.

Question Four: Two branches

8 Marks

Attempt ONE branch only

1. How can break-even analysis help an entrepreneur planning to launch a business? What information does it give an entrepreneur?
2. How should entrepreneur use the ratios that discussed through the financial projection chapter, provide examples of these ratios.
3. Describe how entrepreneur determine the suitable source of fund dept, equity, or a combination of both sources.

Question Five: Two branches

9 Marks

Attempt ONE branch only

1. Discuss the different terms of shipment that known as INCOTERMS 2000.
2. List and explain the payment terms for import and export transactions.
3. Discuss the different risk factors that associated with import and export transactions.

Wish you all the best

Faculty of Business & Finance
Course No: MAN4334
Course Title: Small Business
Management
Date: 28 May 2014
No. of Questions: 5



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 answer

Branch:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Question One answer

Branch:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Faculty of Business & Finance
Course No: MAN4334
Course Title: Small Business
Management
Date: 28 May 2014
No. of Questions: 5



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 answer

Branch:

Question Two answer

Branch:

Faculty of Business & Finance
Course No: MAN4334
Course Title: Small Business
Management
Date: 28 May 2014
No. of Questions: 5



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 answer

Branch:

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Question Three answer

Branch:

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Faculty of Business & Finance
Course No: MAN4334
Course Title: Small Business
Management
Date: 28 May 2014
No. of Questions: 5



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 Three answer

Branch:

Question Four answer

Branch:

Faculty of Business & Finance
Course No: MAN4334
Course Title: Small Business
Management
Date: 28 May 2014
No. of Questions: 5



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 Five answer

Branch:
