

Faculty of Finance & Business
 Management
 Course No: BUS 1305
 Course Title: Principals of
 Management 2
 Date: 23 March 2014



Midterm Exam
 2nd Semester 2013/2014
 Total Grade: 20

Lecturer Name: Mr. Yousif Alagha
 Dep./Specialist: Mandatory
 Using Dictionary (NO)
 Using calculator: (NO)
 Time: 60 Minutes
 No. of Questions: 4

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 requirements 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 requirements of the question.

Good luck & best wishes

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For instructor use only

Question 1	Question 2	Question 3	Question 4	TOTAL GRADE

Notes:

Signature, _____



Student name: _____

Student No.: _____

QUESTION ONE: Ten branches 5 MARKS

A. Determine the following statements (True) or (False) then plot it in table as shown below.

1	2	3	4	5	6	7	8	9	10

- Managers with an ethnocentric attitude trust foreign employees with key decisions or technology.
- The United States, Canada, and Mexico are parties to the AFTA.
- Licensing and franchising are similar approaches involving one organization giving another organization the right to use its brand name, technology, or product specifications in return for a royalty's payment or a fee usually based on sales.
- Strategic alliance is a partnership between an organization and a foreign company partner or partners in which both share resources and knowledge in developing new products or building production facilities.
- One of the strategic benefits of workplace diversity is that it can be viewed as moral and ethical, as well as the "right" thing to do.
- A labor union is an organization that represents workers and seeks to protect their interests through collective bargaining.
- Recruitment is defined as the process of screening job applicants to determine who is best qualified for the job.
- Joseph, a line manager at a plant, believes that his workers have little drive and will not work unless pushed by him. Therefore, he closely monitors and controls their work and pulls up those who do not meet his standards. Joseph is a Theory Y manager.
- Job enlargement refers to the horizontal expansion of a job by increasing job scope.
- The hierarchy of needs theory of motivation was proposed by Frederick Herzberg, a psychologist who proposed that within every person is a hierarchy of five needs.



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QUESTION TWO: Ten branches 5 Marks

Chose the suitable answer among the choices listed following each statement, and plot it in the table as shown below.

1	2	3	4	5	6	7	8	9	10

1. Which of the following people management benefits arises from workplace diversity?

- A) improved system flexibility
- B) potential to increase market share
- C) increased understanding of the marketplace
- D) better use of employee talent

2. _____ refers to the social traits that are shared by a human population.

- A) Race
- B) Ancestry
- C) Nationality
- D) Ethnicity

3. What type of discrimination usually involves jokes or negative stereotypes being perpetrated about fellow employees?

- A) mockery and insults
- B) discriminatory policies
- C) exclusion
- D) intimidation

4. The _____ decentralizes its management and other decisions to the local country.

- A) multidomestic corporation
- B) global company
- C) transnational organization
- D) borderless organization



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5. Multidomestic corporations reflect the _____.

- A) ethnocentric attitude
 B) polycentric attitude
 C) geocentric attitude
 D) domestic culture attitude

6. Which of the following is a feature of a multidomestic corporation?

- A) decisions are taken in the home country
 B) reflects an ethnocentric attitude
 C) eliminates artificial geographic borders
 D) has a decentralized management

7. A _____ centralizes its management and other decisions in the home country.

- A) global company
 B) multidomestic corporation
 C) multicultural company
 D) multifaceted corporation

8. A domestic firm and a foreign firm sharing the cost of developing new products or building production facilities in a foreign country constitute a _____.

- A) franchising
 B) joint venture
 C) foreign subsidiary
 D) Strategic alliance

9. When an organization acquires products made abroad and sells them domestically, it indulges in _____.

- A) global sourcing
 B) licensing
 C) importing
 D) franchising

10. Joint ventures are a type of _____.

- A) licensee
 B) franchisee
 C) foreign subsidiary
 D) strategic alliance



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QUESTION THREE: Five branches**6 marks****You are required to attempt TWO branches only**

1. List and discuss the three attitudes managers might have toward international business.
2. What are the different types of discrimination that occur at the workplace? Briefly describe each type of discrimination.
3. Define "workplace diversity." Provide a brief description of the evolution of workplace diversity over the last five decades.
4. Explain the concepts of job enlargement and job enrichment with suitable examples and analyze their effectiveness in motivating employees.
5. Define motivation and discuss the three elements of motivation.

QUESTION FOUR: Two branches**4 marks****You are required to attempt ONE branch only**

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.
2. List and explain Hofstede's five dimensions of national culture.

End of questions
Wish you all the best

