Course No. : MAN 4334 **Course Title: Small Business** **Date: 19/05/2015** **No. of Questions: (4)** **Time: 2 hours** **Using Calculator (No)**	**University of Palestine** **Final Exam** **2nd Semester 2014/2015** **Total Grade:**	**Instructor Name: Fidaa Safi** **Student No.: _____** **Student Name: _____** **College Name: Business and Finance** **Dep. /Specialist: management-English** **Using Dictionary (No)**

Question 1: **(10 marks)**
Put true or false:

1. In small business financing supplied by one person or small group. ( )
2. In small business the owner- manager is a part from the work group. ( )
3. The technology should be used in small business is simple and traditional. ( )
4. The competitive environment is a broad environment that influences most business in a society. ( )
5. One of the disadvantages of purchasing an existing business is ease of finding a successful business for sale. ( )
6. In general partnership there are no duties among partners. ( )
7. Dehydrated plan is a full plan that provide an in- depth analysis of all critical factors. ( )
8. When presenting the business plan always entrepreneurs are sceptics, investors are optimists. ( )
9. Sales- oriented favours product sales over production efficiencies and customer preferences. ( )
10. Un-segmented strategy defines the total market as the target market. ( )

Question 2: Fill in the spaces with the appropriate answer: **(10 marks)**

(Channel of Distribution, New Start-Up, Multi-segment Strategy, Family Business, Franchise, Acquisition, Market Analysis, Focus Strategy, Acquisition, Sales Forecast, Supply Chain Management)

1. …… is an evaluation process that encompasses market segmentation, marketing research, and sales forecasting
2. …… is in which cost and differentiation-based advantages are achieved within narrow market segments.
3. …… is a legal agreement that allows you to operate a business using the name and business procedures of another firm.
4. …….. recognizes different preferences of individual market segments and develops a unique marketing mix for each.
5. …… is to buy a business that is currently being operated by someone else.
6. …… is a prediction of how much (in units and/or dollars) of a product or service will be purchased within a market during a specified period of time
7. …… is the process to integrate and coordinate the means by which a firm creates or develops a product or service and delivers it to customers.
8. …… is to join and inherit a business from your relevant members.

9. …….. is the system of relationships established to guide the movement of a product.
10. …….. is to Create a new business that didn't exist previous, started from scratch.

Question 3: What is the difference between: **(20 marks)**

1. ***Artisan Entrepreneurs& Opportunistic Entrepreneurs***

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2. ***Sole Proprietorship& General Partnership***

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3. ***Dehydrated Plan& Comprehensive Plan***

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4. ***A marketing orientated approach& A product orientated approach***

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5. ***Benefit Variables& Demographic Variables***

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Question 3: Answer the following questions : **(20 marks)**

1. ***List*** the advantages and disadvantages of buying an existing business.

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2. ***List*** the advantages and disadvantages of Sole Proprietorship& General Partnership

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3. ***What*** are the primary functions for a business plan?

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4. ***Briefly*** discuss the idea and the main topics of your business plan.

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End of Questions
Good Luck