

Course No: MIS 3304
Course Title: Strategic management
Date: 01/06/2017
No. of Questions: (3)
Time: 2 hours
Using Calculator (No)

University of Palestine



Final Exam
2016/2017
Total Grade: 50

Instructor Name: **Mohammed**
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College Name: _____
Dep. / Specialist: _____
Using Dictionary (No)

Question 1: (15)

Answer the following questions:

- What are annual objectives and policies?
- What are “vision statement” and “mission statement”?
- What is Competitive Intelligence?
- What is Strategic Business Unit Structure (SBU)?
- What is Product Positioning?

Question 2: (20)

Answer the following questions:

- What are strategy implementation steps?
- What are the External Audit steps?
- What are the types of strategy?
- What are the four types of Four Resources?

Question 3: (15)

Talk in details about the following:

- What are the steps to develop a QSPM (Quantitative Strategic Planning Matrix)?
- Steps in Preparing Projected Financial Statements?

Good Luck

انتهت الأسئلة
مع تمنياتي لكم بالنجاح والتوفيق