

Course No: MIS 3304  
Course Title: Strategic Management  
Date: 14/03/2017  
No. of Questions: 3  
Time: 1 hour  
Using Calculator (No)

University of Palestine



1<sup>st</sup> Midterm Exam  
2<sup>nd</sup> 2017/2016  
Total Grade:

Instructor Name: \_\_\_\_\_  
Student No.: \_\_\_\_\_  
Student Name: \_\_\_\_\_  
College Name \_\_\_\_\_  
Dep. / Specialist: \_\_\_\_\_  
Using Dictionary (No)

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### Q1(5 Marks)

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**Define the following:**

- Annual objectives
- Policies
- What is the purpose of strategic management?
- Vision
- Mission statement

### Q2 (5 Marks)

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**Enumerate only four of the following:**

- Essential roles of long term objectives to ensure the firm success
- Nonfinancial benefits of strategic management
- Benefits of mission statements

### Q3 (5 Marks)

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**Talk in details about the following:**

- Strategy implementation steps
- Steps to develop vision and mission statement

**Best wishes**