

Course No:
Course Title: Strategic
Management
Date: 18 /04/2017
No. of Questions:
Time: 60 Minutes
Using Calculator (No)

University of Palestine



2nd Midterm exam
Semester 2016/2017
Total Grade

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

Q1(5 Marks)

Define the following:

- What is the purpose of strategic management?
- Vision
- Competitive Intelligence
- Product development

Q2 (5 Marks)

Enumerate only four of the following:

- Key questions concerning competitors.
- Marketing functions in internal audit.
- Benefits of mission statements

Q3 (5 Marks)

Talk in details about the following:

- Steps to determine if an acceptable profit can be earned.
- Types of strategies.

Best wishes