

Course No: MGNA 3216  
Course Title: Management in Arabic  
language  
Date: 31/05/2018  
No. of Questions: 3  
Time: 2hour  
Using Calculator (No)

University of Palestine



Final Exam  
2<sup>nd</sup> 2017/2018  
Total Grade:

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

## First Question

### Which of the following questions is (True) or (False):

1. Employment planning means; managers ensure that they have the right number and kinds of people in the right places at the right times.
2. A job specification is a written statement that describes what a job holder does, how it's done, and why it's done. It typically includes job content, job environment, and conditions of employment.
3. Motivation – The process by which a person's efforts are *energized, directed, and sustained* toward attaining a goal.
4. Managers must motivate people to Determine goals.
5. Self-actualization needs mean that- a person's needs for internal factors (e.g., self-respect, autonomy, and achievement) and external factors (such as status, recognition, and attention).
6. Esteem needs means that- a person's need to become what he or she is capable of becoming.
7. McGregor's Theory X assumes that, employees dislike work, are lazy, dislike responsibility and must be coerced to perform work?
8. In marketing philosophy, sales orientation means, favors product sales over production efficiencies and customer preferences.
9. Market Analysis includes, An evaluation process that encompasses market segmentation, marketing research, and sales forecasting
10. Market Segmentation includes, The division of a market into several smaller groups with similar needs

## Second Question

### Multiple choice, choose the right answer?

1. In HRM, selection practice means;
  - a. introducing a new employee to his or her job and the organization
  - b. screening job applicants to ensure that the most appropriate candidates are hired
  - c. establishes performance standards that are used to evaluate employee performance
  - d. all the above
2. Identifying Customers consider the 4 factors:
  - a. Market Identification and Current and Best Customers
  - b. Potential Customers and Outside factors
  - c. All the above
  - d. none
3. Managers must motivate people to:
  - a. Maintain a positive attitude
  - b. Leave personal problems aside
  - c. Upgrade knowledge and skills
  - d. All the above
4. Job characteristics model (JCM) - a framework for analyzing and designing jobs which includes;
  - a. Job design, Job scope, Job enlargement, Job enrichment and Job depth
  - b. Job conduct, Job scope, Job enlargement, Job enrichment and Job depth
  - c. Job design, Job scope, Job enlargement, Job enrichment and Job conduct
  - d. All the above

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5. The marketing MIX include;
- Price, completion, promotion and product
  - Price, place, design and product
  - Price, place, promotion and product
  - None

### Third Question

**Answer only 3 questions of the followings;**

- Mention in points, what determines Pay and Benefits and how do managers determine who gets paid what?
- In Designing Motivating Jobs define;
  - Job design
  - Job scope
  - Job enlargement
- What are the Elements of a Brand?
- Mention in points, the four marketing philosophies?

End of Questions  
*Good Luck*