


Course No: TMIS 3306 Course Title: Strategic Management Date:-13 /03/2018 No of Questions: (3) Time: 1 Hour Using calculator (No)	University of Palestine  Mid Term Exam. (1) 2nd Semester 2017/2018 Total Grade: (15)	Instructor Name: Mr. Hatem Ismail. Student No.: ----- Student Name:----- College Name:----- Dep. / Specialist:----- Using Dictionary: (No)
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QuestionNo 1: (4 marks)

Write (t) in front of the Right answer & (f) in front of the Wrong answer :

1. () Strategy implementation often is called the action stage of strategic management.
2. () Formulated strategies can be executed with or without the implementation requirement.
3. () The key question of the vision is that what is your business.
4. () Agreement on a basic vision for the long term planning in a firm is not important.
5. () The mission statement distinguishes one organisation from others.
6. () industry factors are more important than internal factors.
7. () collection and evaluation of data on competitors is essential for successful strategy formulation.
8. () we consider the competitors abilities regardless to ours.

QuestionNo.2: (4 marks)

Choose the most appropriate answer to each question from the following:

1. Strategy evaluation includes:

- | | |
|--------------------------------|-----------------------------|
| A-external and internal review | B- performance measurements |
| C- correction action | D- all the above |

2. Mission statement is called

- | | |
|---------------------------|---------------------------|
| A-statement of philosophy | B- statements of beliefs |
| C-A+B | D-statement of technology |

3. The external environment elements of a firm include:

- | | |
|------------------------|--------------------|
| A-technological forces | B- employee forces |
| C-share holders | D-products |

4. The external audit includes:

- | | |
|--------------------------|-----------------------------------|
| A-assimilate information | B- gather competitive information |
| C-evaluate | D-statement of technology |

5. We consider our competitors according to their

A- religion

B- strength and weakness

C- sex and age

D-race

6. An effective mission statement has to

A- anticipate and identify customers needs

B-provide appropriate products to satisfy needs

C- identify the utility of a firms products to its customers

D-all of the above

7. The mission components include

A-customers

B- competitors

C- economic forces

D-natural forces

8. The strategic management process is

A- dynamic and continuous

B- less formal in smaller organization

C- A+B

D-difficult an unchangeable

QuestionNo 3:(7 marks)

1. Define the strategy formulation and explain its steps.(3 marks)
2. Explain : The evaluation process begins with the first stage of the strategic management and continued to be the final stage of it.(2 marks)
3. The strategic planning is a series process, Write the characteristics of the effective strategic planning.(2 marks)

With best wishes