


Course No: TMIS 3306 Course Title: Strategic Management Date:-18 /04/2018 No of Questions: (3) Time: 1 Hour Using calculator (No)	University of Palestine  Mid Term Exam. (2) 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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Question No 1: (4 marks)

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

1. () Internal audit process parallels process of external audit.
2. () External resources are more important than internal factors.
3. () Sources of external information are published and unpublished sources.
4. () The external audit identify strengths and weaknesses in the firm.
5. () In the breakeven point the profit is very high.
6. () Research and developments function is to develop a new products after the competitors.
7. () In the breakeven point the revenue equal the total cost.
8. () The liquidity ratios explain the effective use of the firms resources.

Question No.2: (4 marks)

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

1. Sources of external information are

- | | |
|------------|------------------|
| A- reports | B- journals |
| C- books | D- all the above |

2. The internal audit identify strengths and weaknesses in

- | | |
|-----------------|------------------|
| A- management | B- suppliers |
| C- distributors | D- all the above |

3. In the internal audit the information gathered from:

- | | |
|---------------|--------------|
| A- management | B- marketing |
| C-A+B | D- suppliers |

4. Profitability ratios contain

- | | |
|------------------------|----------------------|
| A- gross profit margin | B- sales |
| C- earnings per share | D- none of the above |

5. Activity ratios contain

- | | |
|--------------------------|-------------------------|
| A- inventory turnover | B-fixed assets turnover |
| C- total assets turnover | D- all the above |

6. Unpublished sources of external information are

A-Newspapers

B-television programmes

C- the employees

D- CIO

7. The five factors model of completion include

A- Rivalry among competing firms

B-bargaining power of suppliers

C- bargaining power of consumers

D- all the above

8. Sources of competitive intelligence contains

A- internet

B- television programmes

C- social journals

D- medical publications

Question No 3: (7 marks)

1. Define the following concepts
 - a) Profitability ratios
 - b) Growth ratios
 - c) Leverage ratios
 - d) Liquidity ratios
 - e) Activity ratios
 - f) Internal audit
2. Discuss the five forces model of competition
3. List the management audit check list.