

Course No: MGNA 3216
Course Title: Management in Arabic
language
Date: 29/05/2019
No. of Questions: 3
Time: 2hour
Using Calculator (No)

University of Palestine



Final Exam
2nd 2018/2019
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

Course No: MGNA 3216
Course Title: Management in Arabic
language
Date: 29/05/2019
No. of Questions: 3
Time: 2hour
Using Calculator (No)

University of Palestine



Final Exam
2nd 2018/2019
Total Grade:

Instructor Name:

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

5. The marketing MIX include;
 - a. Price, completion, promotion and product
 - b. Price, place, design and product
 - c. Price, place, promotion and product
 - d. None
6. Importance of Strategic Management includes;
 - a. results in higher organizational performance
 - b. Managers examine and adapt to business environment changes.
 - c. coordinates diverse organizational units, helping them focus on organizational goals
 - d. all the above
7. Types of Corporate Strategies
 - a. Growth: expansion into new products and markets.
 - b. Stability: maintenance of the status quo.
 - c. Renewal: examination of organizational weaknesses that are leading to performance declines.
 - d. All the above
8. First-Mover Strategy means;
 - a. A form of competitive advantage that a company earns by being the first to enter a specific market or industry.
 - b. A form of competitive advantage that a company earns by being the last to enter a specific market or industry.
 - c. Competing in global markets
 - d. None
9. Managers must motivate people to:
 - a. Determine goals
 - b. Maintain a positive attitude
 - c. Leave personal problems aside
 - d. All the above
10. Strategies contents;
 - a. The plans for how the organization will do what it's in business to do
 - b. The market segmentation
 - c. The competitive advantage that the organization will use
 - d. None

Third Question

Answeronly 3 questions of the followings;

1. In Designing Motivating Jobs define;
 - Job design
 - Job scope
 - Job enlargement
2. What are the Elements of a Brand?
3. Mention in points, the four marketing philosophies?
4. What Is Strategic Management?
5. What is the Importance of Strategic Management?

End of Questions