

**Course No:** MGNE 3016  
**Course Title:** Entrepreneurship and  
 Small Business Management  
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University of Palestine



Final Exam (A)

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**Question One: Complete with the appropriate scientific term: (10 marks)**

	The Term	The Definition
1-		Any form of persuasive communication designed to inform consumers about a product or service and to influence them to purchase goods or services.
2-		A written summary of an entrepreneur's proposed business venture, its operational and financial details, its marketing opportunities and strategy, and its managers' skills and abilities.
3-		The vehicle for gathering the information that serves as the foundation for the marketing plan.
4-		Compares the firm's expenses against its revenue over a period of time to show its net income (or loss).
5-		A method of expressing the relationships between any two accounting elements, provides a convenient technique for performing financial analysis.
6-		the aggregation of factors that sets a company apart from its competitors and gives it a unique position in the market
7-		The process of creating and delivering desired goods and services to customers and involves all of the activities associated with winning and retaining loyal customers.
8-		The level of operation (sales dollars or production quantity) at which it neither earns a profit nor incurs a loss.
9-		The practice of gathering, organizing, and disseminating the collective wisdom and experience of a company's employees for the purpose of strengthening its competitive position.
10-		Semi-independent business owners pay fees and royalties to a parent company in exchange for the right to sell its products and services under the parent company trade name.

**Question Two: Mention the following points:****(13 marks)**

1)	<b>Assets consist of:</b>	1. ----- 2. ----- 3. -----
2)	<b>Product life cycle:</b>	1- ----- 2- ----- 3- ----- 4- ----- 5- -----
3)	<b>To get external financing, an entrepreneur needs to pass three tests:</b>	1- ----- 2- ----- 3- -----
4)	<b>Three basic types of franchising:</b>	1- ----- 2- ----- 3- -----
5)	<b>Intellectual capital comprised of:</b>	1- ----- 2- ----- 3- -----
6)	<b>Three steps in time compression management:</b>	1- ----- 2- ----- 3- -----
7)	<b>List six contents in partnership agreement:</b>	1- ----- 2- ----- 3- -----

		<p>4- .....</p> <p>5- .....</p> <p>6- .....</p>
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**Question Three:** complete with the appropriate administrative term (8 marks)

- As an entrepreneur, to market successfully on YouTube, you should first develop a -----, then you have to Use the right -----, and to think “-----”, be -----, post videos on -----, and finally use -----.
- A guerilla marketing plan should pinpoint ----- the company will serve, determine customers' -----, find the ----- in the market, analyze a company's -----, and create a ----- that meets customer needs and wants.
- Franchising means going into business for -----, but not by -----.
- Meaningful BHAGs occur at the interaction of a company's -----, -----, -----, its -----, and its -----.

**Question Four:** (19 marks)

**1) "If you want to prepare an industry and market feasibility analysis you should begin this study by determining the setting in which companies compete and the attractiveness of this industry". Explain that. (5 marks)**

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