

<p>Course No: TMIS 3306&MGNE 3313 Course Title: Strategic Management Date:-11/3/2019 No of Questions: (3) Time: 1Hour Using calculator (No)</p>	<p>University of Palestine</p>  <p>FirstMid-Term Exam. 2ndSemester 2018/2019 Total Grade: (15)</p>	<p>Instructor Name: Mr. Hatem Ismail. Student No.: ----- Student Name:----- College Name:----- Dep. / Specialist:----- Using Dictionary: (No)</p>
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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. () Strategic management focuses on integrating management, marketing, finance/accounting, production/operations, research and development, and information systems to achieve organizational success.
2. () Strategic management is a short-term project's planning implementing and evaluating.
3. () Analytical and intuitive thinking should complement each other.
4. () Once an effective strategy is designed, modifications are rarely required.
5. () Small, nonprofit organizations never develop mission statements
6. () A mission statement promotes a sense of shared expectations among all levels and generations of employees.
7. () Political forecasts can be the most important part of an external audit for firms that depend heavily on government contracts.
8. () An external audit focuses on identifying and evaluating trends and events within the control of management.

Question No.2: (4 marks)

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

1.What can be defined as the art and science of formulating, implementing and evaluating cross-functional decisions that enable an organization to achieve its objectives?

- A) Strategy formulation
- B) Strategy evaluation
- C) Strategy implementation
- D) Strategic management
- E) Strategic leading

2.Usually, external opportunities and threats are

- A) uncontrollable by a single organization.
- B) controlled by governments.
- C) not as important as internal strengths and weaknesses.
- D) key functions in strategy implementation.
- E) key functions in strategy exploitation

3.All of the following are guidelines for effective strategic planning except:

- A) it should be simple and nonroutine.
- B) it should be a learning process for all managers and employees.
- C) it should be a paper process more than a people process.
- D) it should not disregard qualitative information.

E) it should not be a formal system for control.

4. What is the first step in the comprehensive strategic-management model?

- A) Developing vision and mission statements
- B) Performing external audits
- C) Performing internal audits
- D) Measuring and evaluating performance
- E) Establishing long-term objectives

5. A change in mission always leads to changes in

- A) objectives.
- B) strategies.
- C) organization.
- D) behavior.
- E) all of the above.

6. All stakeholders

- A) have claims and concerns about an organization, but these claims and concerns vary.
- B) have the same claims and concerns about an organization.
- C) have ownership rights in an organization.
- D) have the same voting rights in an organization.
- E) have environmental concerns as their top priority.

7. The process of performing an external audit needs to include

- A) only top level managers, as it is a planning function.
- B) as many managers and employees as possible.
- C) primarily front-line supervisors.
- D) between 15 to 20 managers for it to be valid.
- E) stockholders and external government agencies.

8. Identifying and evaluating key social, political, economic, technological and competitivetrends and events comprise

- A) developing an effective mission statement.
- B) conducting an internal audit.
- C) performing an external audit.
- D) formulating strategy.
- E) implementing strategy.

Question No 3: (7 marks)

Answer the following questions:

1. Define the following items:

- A. Strategic management.
- B. A mission.
- C. A vision.
- D. External environment.
- E. The planning stage.

2. Explain the strategic formulation and its steps.

3. Discuss some forces that influence the formality of strategic-management systems

With best wishes