

Course No: BUS 1305  
Course Title: Principles of Management 2  
Date: 16 /8/2012  
No. of Questions: (3)  
Time: Two Hours  
Using Calculator (No)

University of Palestine



Final Term Exam  
Summer Semester  
2011/2012  
Total Grade: 60 Marks

Instructor Name: Dr. Mazen Rohmi  
Student No.: \_\_\_\_\_  
Student Name: \_\_\_\_\_  
College Name: \_\_\_\_\_  
Dep. / Specialist: \_\_\_\_\_  
Using Dictionary (No)

**I. Put (✓) or (X) for each of the following statements: (10 Marks)**

1. Operations management encompasses both services and manufacturing. ( )
2. Scope, time, and cost are the only constraints of project management. ( )
3. Downsizing is the planned elimination of jobs in an organization. ( )
4. Risk management is one of the facilitating knowledge areas through which the project objectives are achieved. ( )
5. The selling concept focuses on building long-term, profitable relationships with customers. ( )
6. Public Relations is an ineffective element in building brands. ( )
7. Demarketing is to increase demand temporarily or permanently. ( )
8. Understanding customer needs even better than customers do themselves set by customer-driving marketing. ( )
9. Job specification is a written statement of the minimum qualifications that a person must possess to perform a given job successfully. ( )
10. Human Resource Management helps establish an organization's sustainable competitive advantage. ( )

**II. Choose the right answer from a, b, c, d, or e : (15 Marks)**

**1. Collective Bargaining Agreement is set to bargain for**

- a. Working conditions
- b. Wage / Salary
- c. Working hours
- d. None of the above
- e. All of the above.

**2. According to the product concept, consumers will favor products that offer the most.....**

- a. quality
- b. performance
- c. innovative features

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- d. a + b
- e. All of the above

**3. All of the following are appropriate types of selection devices Except**

- a. Interviews
- b. Physical examinations
- c. Performance simulations
- d. political connections
- e. Background investigations

**4. The benefits of increased productivity involve gaining**

- a. Higher wages and profits with inflation
- b. Increased competitive capability due to higher costs
- c. complacency concerning the quality of your product
- d. a + b
- e. None of the above

**5. Most firms practise the selling concept when they**

- a. have overcapacity
- b. want to sell what the market wants
- c. want to sell what they make
- d. Consumers buy enough of the organization's products
- e. a + c
- f. All of the above

**6. Which of the following considerations, the marketers balance, once using the societal marketing concept in setting their marketing policies?**

- a. company profits
- b. consumer wants
- c. society's interests
- d. a + c
- e. All of the above

**7. All of the following are advantages of using formal project management Except**

- a. Longer development times
- b. Increased reliability
- c. Higher profit margins
- d. Better internal coordination

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8. Which of the following is Not helping projects succeed?

- a. Executive support
- b. Customer involvement
- c. Feeble software infrastructure
- d. Clear business objectives
- e. Competent staff

9. All of the following are key tools for public relations practitioners Except

- a. Web casting
- b. Newsletters and e-zines
- c. Corporate literature and publications
- d. Characteristics
- e. Features

10. The ..... concept is the newest of the five marketing management philosophies.

- a. production
- b. marketing
- c. product
- d. societal marketing
- e. selling

III. Answer the following questions :

(12 Marks)

1. How do managers improve an ethical behavior in an organization?

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2. Why is strategic management important?

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3. What are the types of corporate strategies ?

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4. First Mover is an organization that brings a product innovation to market or use a new process innovations. Accordingly, what are the advantages and disadvantages of First Mover?

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*End of Questions*  
*Good Luck*