

Course No: BUS 1305
Course Title: Principles of Management II
Date: 28/07/2013
No. of Questions: (3)
Time: One Hour
Using Calculator (No)

University of Palestine



Mid Term Exam
3rd Semester 2012/2013
Total Grade: 20 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: (5 Marks)

1. Reducing the organization's workforce can be set through recruitment. ()
2. In forward vertical integration, the organization becomes its own distributor. ()
3. Efficiency refers to getting the most output from the least amount of inputs. ()
4. Introducing a new employee to his or her job in an organization is described as orientation. ()
5. Affirmative action requires employers to make an extra effort to employ protected groups. ()
6. A job description states the minimum qualifications that a person must possess to successfully perform a given job. ()
7. Technical skills are most important for lower-level managers. ()
8. A corporate strategy is based on the mission and goals of the organization. ()
9. Focus strategy is a type of competitive strategy. ()
10. A retrenchment strategy is a long-run renewal strategy used for major performance problems. ()

II. Choose the right answer from a, b, c, or d : (10 Marks)

1. The primary purposes of staffing include all of the following Except
 - a. disciplining employees.
 - b. finding employees.
 - c. hiring employees.
 - d. rewarding employees.
2. Managers _____ for both renewal strategies.
 - a. recruit new employees and restructure organizational operations
 - b. cut costs and restructure organizational operations
 - c. upsurge outlays and enhance organizational operations
 - d. none of the above.

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3. Any criterion of performance measure used as a basis for an employment decision is a(n)
 - a. assessment center.
 - b. performance standard.
 - c. test.
 - d. None of the above.

4. According to BCG Matrix, that provides a framework for understanding diverse businesses and helps managers, establish priorities for allocating resource firms set to be classified as Stars are categorized as _____.
 - a. low growth rate, high market share
 - b. high growth rate, high market share
 - c. high growth rate, low market share
 - d. low growth rate, low market share

5. Attempting to create a unique and distinctive product or service for which customers will pay a premium is a _____ strategy.
 - a. focus
 - b. cost leadership
 - c. differentiation
 - d. stability

6. The _____ are responsible for making organization-wide decisions and establishing the plans and goals that affect the entire organization.
 - a. middle managers
 - b. first-line managers
 - c. managing directors
 - d. none of the above

7. The categories of management roles are _____.
 - a. figurehead, leader, and liaison
 - b. monitor, disseminator, and spokesperson
 - c. interpersonal, decisional, and entrepreneur
 - d. interpersonal, informational, and decisional

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8. The skills that all managers need are _____.

- a. planning, organizing, and controlling
- b. conceptual, technical, and human
- c. effectiveness, efficiency, and planning
- d. interpersonal, decisional, and informational

9. An assessment that defines a job and the behaviors necessary to perform it in an organization is described as a _____.

- a. job evaluation.
- b. job description.
- c. job analysis.
- d. job specification.

10. All of the following would be considered a separation Except a (n)

- a. demotion.
- b. layoff.
- c. retirement.
- d. firing.

III. Answer the following questions:

(5 Marks)

1. What is the value of studying management?

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2. Explain the strategic management process.

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End of Questions