

Course No: MGNA 3216
Course Title: Principles of
management I
Date: 09/09/2018
No. of Questions: 3
Time: 2hours
Using Calculator (No)

University of Palestine

Final Exam
Summer '2017/2018
Total Grade:

Instructor Name: Dr. EzzElarab
Elawoor
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. 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.
2. Motivation – The process by which a person's efforts are *energized, directed, and sustained* toward attaining a goal.
3. 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).
4. Esteem needs means that- a person's need to become what he or she is capable of becoming.
5. Strategic management means - what managers do to develop the organization's strategies.
6. McGregor's Theory X assumes that, employees dislike work, are lazy, dislike responsibility and must be coerced to perform work?
7. In marketing philosophy, sales orientation means, favors product sales over production efficiencies and customer preferences.
8. Market Analysis includes, An evaluation process that encompasses market segmentation, marketing research, and sales forecasting
9. Market Segmentation includes the division of a market into several smaller groups with similar needs.
10. Corporate strategy - an organizational strategy that determines what businesses a company is in or wants to be in, and what it wants to do with those businesses?

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

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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. Quality Assurance focuses on;
 - a. Use of tools and techniques to continually improve the product, service, or process.
 - b. Planned or systematic actions necessary to provide adequate confidence that the product or service will satisfy given requirements.
 - c. Set of interrelated activities that use specific inputs to produce specific outputs. Includes both internal and external customers and suppliers.
 - d. All the above
9. Stability strategy includes;
 - a. A corporate strategy in which an organization continues to do what it is currently doing.
 - b. A corporate strategy designed to address declining performance.
 - c. A corporate strategy designed to compete in the market.
 - d. None
10. In the Dimensions of Quality, Performance means;
 - a. Primary product characteristics
 - b. Meeting specifications or industry standards
 - c. Resolution of problems and complaints
 - d. Secondary characteristic

Third Question

Answer only 4 questions of the followings;

1. Mention in points, what determines Pay and Benefits and how do managers determine who gets paid what?
2. In Designing Motivating Jobs define;
 - Job design
 - Job scope
 - Job enlargement
3. What are the Elements of a Brand?
4. Mention in points, the four marketing philosophies?
5. Strategic management importance
6. Mention in points, the Responsibility for Quality?

End of Questions