

Bonus



Faculty of Business & Economics  
Department of Business Administration & Marketing  
Introduction to Business Administration (BUSA 130)  
Second Course 2013/2014  
First Exam (from 12:30 - 2) \*

36/50

Student Name: \_\_\_\_\_

Student #: \_\_\_\_\_

Section #: \_\_\_\_\_

Instructor: \_\_\_\_\_

ANSWER SHEET

TRUE / FALSE	
1-	T
2-	F
3-	T
4-	T
5-	<del>T</del>
6-	F
7-	F
8-	<del>T</del>
9-	F
10-	T
11-	T
12-	<del>F</del>
13-	T
14-	F
15-	F
16-	F
17-	T
18-	F
19-	T
20-	F

MULTIPLE CHOICES	
1-	C
2-	<del>E</del>
3-	B
4-	<del>E</del>
5-	<del>E</del>
6-	E
7-	D
8-	<del>E</del>
9-	C
10-	<del>A</del>
11-	A
12-	E
13-	<del>D</del>
14-	A
15-	A
16-	<del>A</del>
17-	<del>D</del>
18-	<del>A</del>
19-	B
20-	B

3

9

33/40

12



Q1: which of the following sentences are true or false, please transfer your answer to the answer sheet: (20 points)

1. Product differentiation التنوع بالمنتج is common شائع in a market characterized by monopolistic competition. ✓
2. Stock markets الأسواق المالية do not participate in social responsibility because their operations do not cause any social nor any environmental damage. ✗
3. The government can influence تؤثر the availability of capital (money supply) by working through the central bank البنك المركزي. ✓
4. Stabilization policy is made up of both monetary and fiscal policies. ✓  
*سياسة الاستقرار*
5. Telecommunication industry practices a monopolistic competition, whereas meat industry practices a perfect completion. ✗ F  
*استقرار*
6. It is well known for individuals who are starting a new business is NOT to rely on their personal resources. ✗
7. The Palestinian National Authority manages the collection تجميع and spending of its revenues only through monetary policy. ✗
8. Aggregate output refers to a company's annual production of goods or services. ✓ F
9. Big businesses and public institutions المؤسسات العامة are the best opportunities for minorities. ✗
10. The point at which the supply curve and the demand curve intersect يتقاطعان is the equilibrium price. ✓
11. By law, each partner is liable مسئول قانونيا for all debts incurred in the name of the general partnership. ✓
12. Franchising is one of the most popular way in starting a small business. ✗ T  
*الامتياز*
13. If productivity increases, Quality, quantity and prices offered to customers will be fair enough to satisfy their different needs. ✓
14. The term of green products refers to the fact of producing products with the colors of rainbow's ألوان قوس قزح. ✗
15. The proactive stance to social responsibility المتبادر argues that profits should NOT be spent on social programs. ✓

17. Many new businesses have started by people who have left big corporations. ✓

18. Inflation results <sup>التي</sup> يؤدي in increased purchasing <sup>PPP</sup> power for the consumers. X

19. Low start-up costs and tax benefits are advantages of sole <sup>فردية</sup> proprietorships. ✓

20. Physical resources include the data and other information used by businesses. X

Q2: Choose the suitable answer for the following sentences, and transfer your answer to the answer sheet (20 points)

$$Q_d > Q_s$$

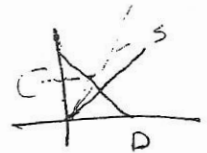
1. A ----- occurs when the quantity of goods demanded exceeds <sup>تجاوز</sup> the quantity of goods supplied

- A) market price
- B) margin rate
- C) Shortage
- D) Surplus
- E) none

2. In Ramallah, the number of car washes <sup>محطات غسل السيارات</sup> has grown from two to five in the last two years.

Which result will likely occur?

- A) The increase in supply will have no effect on the equilibrium price.
- B) The increase in supply will lead to a decrease in demand.
- C) The increase in supply will lead to a decrease in the equilibrium price.
- D) The increase in supply will lead to an increase in demand.
- E) The increase in supply will lead to an increase in equilibrium price. ✓



3. One Nestle bottled mineral water is \$1 in Switzerland and 3 NIS (0.82 \$) in Palestine, this is a reflection of:

- A) Deflation rate
- B) Purchasing power parity
- C) Productivity
- D) National debt
- E) All above

4. The socioeconomic view is that management's social responsibility goes beyond <sup>أربع</sup> making profits to include \_\_\_\_\_.

- A) protecting and improving society's welfare
- B) improving relationship with policy makers
- C) minimizing the welfare of society in exchange for profits



5. The belief <sup>اعتقد بان</sup> that businesses that help solve difficult social problems create a desirable community <sup>مجتمع مرغوب به</sup> and attract and keep skilled employees, is based on the approach that businesses are:

- A) economic entities
- B) social entities
- C) legal entities
- D) a+c
- E) a+b

6. Individuals and groups that directly affected by the organizational actions are:

- A) Consumers
- B) Stockholders
- C) Employees
- D) Competitors
- E) All above

7. A new French company <sup>شركة فرنسية</sup> plans to introduce an inexpensive <sup>رخيصة</sup>, high-quality line of shoes to the Egyptian market. It has found an Egyptian manufacturer that can help the French company to produce the shoes at a low enough cost that they will still be cheaper than other brands of the same quality.

Which of the following represents a potential ethical implication that the French company should consider before beginning production in Egypt?

- A) the average exchange rate of the Egyptian's currency over a ten-year period
- B) the Egyptian's existing labor laws <sup>قوانين العمل</sup> and the factory working conditions
- C) the challenges of doing business in Egypt with a nonconvertible currency <sup>عملة ضعيفة</sup>
- D) the energy demands of the manufacturer's facility
- E) the basic international business strategy it will use

8. The surplus area in respect to demand and supply occurs when

- A) quantity demanded exceeds the quantity supplied
- B) quantity supplied exceeds the quantity demanded
- C) the price asked by consumer exceeds the price demanded by supplier
- D) a+c
- E) b+c

9. Which of the following is one of the elements required in private enterprise? <sup>خاص</sup>

- A) adequate representation in the government <sup>تمثيل جيد في الحكومة</sup>
- B) freedom from foreign competition
- C) the right to ownership of property <sup>الحق في الملكية</sup>
- D) the opportunity for market leadership <sup>فرصة القيادة و السيطرة على السوق</sup>
- E) numerous regulatory agencies <sup>توفر العديد من الوكالات التنظيمية</sup>

Creation  
Capital  
Competition  
مصدر PPI



16. Which of the following has NOT been identified <sup>صقوق استهلاكية</sup> as a basic consumer right? ليست من ضمن

- A) a right to safe products
- B) a right to be heard
- C) a right to low prices
- D) a right to choose what they buy
- E) a right to be informed about a product

17. In which business sector are <sup>تعاونيات</sup> cooperatives still important?

- A) manufacturing
- B) education
- C) agriculture
- D) public utilities
- E) health care

18. Entrepreneurs often have more than one goal for starting a new business and becoming self-employed. Which of the following reasons is the LEAST common goal of entrepreneurs?

- A) to seek independence and be their own boss
- B) to earn a comfortable living for a period of time
- C) to meet community or social obligations <sup>التزامات</sup>
- D) to grow and expand a current business
- E) to political relations with the government

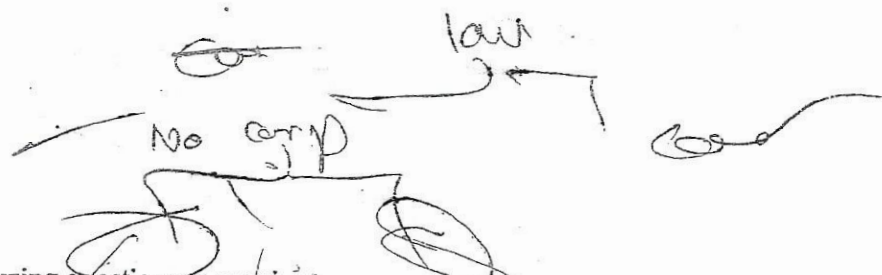
19. McDonald's, Pizza Hut, KFC and Starbucks examples of?

- A) government entities
- B) franchises
- C) university sponsored businesses
- D) networking businesses
- E) cooperatives

20. Which of the following factors most contributes <sup>يساهموا</sup> to small business failure?

- A) bad product design
- B) managerial incompetence or inexperience
- C) legal problems
- D) time spent for raising capital
- E) personnel issues <sup>مشاكل مع العمال</sup>

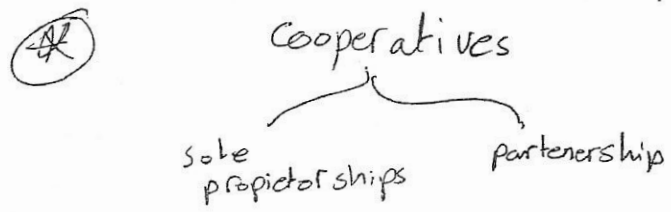
ادارة خاطئة  
رأسي عال  
Control watch



Q3. Answer the following questions as required.

1- State three similarities between sole proprietorships and cooperatives (3 points)

- ⊗ unlimited liability ← ⊗ low cost (start up)
- ⊗ span of life - short / limited continuity ← ⊗ low legal requirement
- ⊗ ⊗ low tax (individual tax)



9/10

2- In the following statements, fill in the blanks with the right term by choosing from the ones mentioned below (7 points)

Consumerism, surplus, deficit, Unions, Social audit, Unlimited liability, Retailing, productive, Real GDP, Whistle blowing, <sup>الزئفة</sup> <sup>فانف</sup> <sup>فران</sup> <sup>انصار بار</sup> <sup>المراصة</sup> <sup>مطلقة</sup> <sup>عند ضرورة</sup> <sup>البيع بالقرية</sup> <sup>المنتج</sup>

1. A small business that buys goods from other firms and sells them to consumers is known as a Retailing ~~productive~~
2. whistle blowing is an employee's disclosure to the media or government authorities of illegal, unethical, or harmful practices by the company.
3. A(n) social audit is a systematic evaluation and reporting of the company's social performance.
4. consumerism is a movement that put <sup>ضغط</sup> pressure on businesses to consider <sup>الزبائن</sup> clients' needs and interests.
5. Which of the following is not an advantage of partnerships? unlimited liability
6. Usually the German exports <sup>تجاوزات صادرات</sup> exceeds its <sup>الواردات</sup> imports, this fact causes surplus in the Germany's trade balance, and makes the German economy a productive economy.

Good luck