

First



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

20/17

Student Name: _____

Student #: _____

Section #: _____

Instructor: _____

ANSWER SHEET

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

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

3

9

23/40

12

20/17

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

1. Product differentiation ^{الترويج بالمنتج} is common ^{شائع} in a market characterized by monopolistic competition. ✓
2. Stock markets ^{مصارف} ^{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 ^{توفر} availability of capital (money supply) by working through the central bank ^{البنك المركزي}. ✓
4. Stabilization policy is ^{سياسة الاستقرار} made up of both monetary and fiscal policies. ✓
5. Telecommunication industry practices a monopolistic competition, whereas meat industry practices a perfect completion. ✗
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. ✓
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. ^{التفويض} Franchising is one of the most popular way in starting a small business. ✗
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. ^{موقف متعاظم} The proactive stance to social responsibility ^{يتجادل} argues that profits should NOT be spent on social programs. ✗
16. Some actions may be illegal, yet they considered ^{لكن في نفس الوقت تعتبر} ethical. ✗

17. Many new businesses have started by people who have left big corporations. ✓
18. Inflation results ^{في} in increased purchasing ^{PPP} power for the consumers. ✗
19. Low start-up costs and tax benefits are advantages of sole proprietorships. ✓
20. Physical resources include the data and other information used by businesses. ✗

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 ^{تتجاوز} the quantity of goods supplied

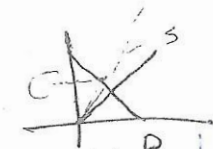
- A) market price
B) margin rate
C) Shortage
D) Surplus
E) none



2. In Ramallah, the number of car washes ^{محطات غسيل السيارات} 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 ^{أمانة} social responsibility goes beyond ^{أرباح} making profits to include _____.

- A) protecting and improving society's welfare
B) improving ^{علاقة} relationship with policy makers
C) minimizing the welfare of society in exchange for profits
D) protecting and improving the organization's profits
E) all above

5. The belief ^{اعتقاد} that businesses that help solve difficult social problems create a desirable community ^{مجتمع مرغوب به} 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 plans to introduce an inexpensive ^{رخيصة} 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 ^{قوانين العمل} and the factory working conditions
- C) the challenges of doing business in Egypt with a nonconvertible currency ^{عملة ضعيفة}
- 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?

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

Creation
Capital
Competition
Private

1/2
1/2

10. A financial analyst مالي محلل has noticed a serious rise ملحوظ ارتفاع in inflation. What course of action might the financial analyst advise ينصح the government to take in order to reduce inflation?

- ↑ دخول الأثر
↑ التوسع
↑ التوسع
↑ التوسع
- (A) The government can lower taxes. ✓
B) Encourage the government to increase spending.
C) The government can raise taxes.
D) Encourage consumers to increase spending.
E) Encourage the private sector to increase prices.

11. Advertising for which of the following products is most likely to have ethical and health effects?

- أ. كحول
ب. معدات رياضية
ج. المشروبات التي تحتوي على كافيين
د. ملابس السباحة
هـ. ج+د
- (A) alcohol
B) sporting equipment
C) caffeinated beverages المشروبات التي تحتوي على كافيين
D) swimwear ملابس السباحة
E) c+d

12. If a firm admits responsibility بمسؤوليتها for wrongdoing and mistakes, what type of stance are they taking toward social responsibility?

- أ. معتدلة
ب. معارضة
ج. استيعابية
د. استباقية
هـ. دفاعية
- A) moderate
B) obstructionist
C) accommodative
D) proactive
E) defensive

13. Coca Cola meets and exceeds يتفوق its legal and ethical requirements. In addition, it donates تبرع \$50,000 per year to local charities جمعيات خيرية محلية when asked. Which of the following approaches is being taken by Coca Cola toward social responsibility?

- أ. معارضة
ب. استيعابية
ج. دفاعية
د. استباقية
هـ. استيعابية
- A) obstructionist
B) reactive
C) defensive
D) proactive
E) accommodative

14. Which of the following would NOT be included among the fields of interest in respect to a company's ethical behavior?

- أ. صحفيين
ب. النقابات
ج. المساهمين
د. العملاء
هـ. المنافسين
- (A) journalists
B) unions
C) stockholders
D) customers
E) competitors

15. What is it called when two or more firms agree to collaborate on wrongful acts تصرفات خاطئة?

- أ. التواطؤ
ب. المستهلكية
ج. الوساطة
د. الاحتكار
هـ. الإفلاس
- (A) collusion التواطؤ
B) consumerism المستهلكية
C) brokering الوساطة
D) monopolizing الاحتكار
E) bankruptcy الإفلاس

16. Which of the following has NOT been identified ^{معتق اعرفه} 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 ^{ايشة ربيها} 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 ^{التزامات}
- D) to grow and expand a current business
- E) to political relations with the government

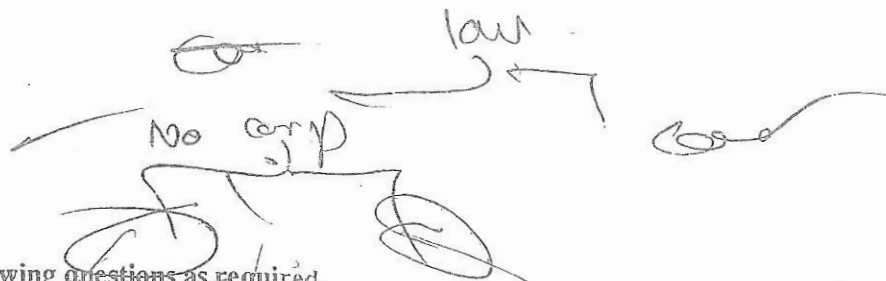
19. McDonald's, Pizza Hut, KFC and Starbucks examples of?

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

20. Which of the following factors most contributes ^{يساهموا} 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 ^{مشاكل مع العمال}

ادارة خاطئة
رأسي مال
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 life - short limited continuity ← ⊗ low legal requirement
 - ⊗ ⊗ low tax (individual tax)
- ⊗ Cooperatives
 ├── sole proprietorships
 └── partnership

9/10

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

الزبنة المستهلكة فائض عجز اجتماعيات المراجعة مقلعة كثر كثره انما البيع بالجملة (دولة) (دولة)

Consumerism, surplus, deficit, Unions, Social audit, Unlimited liability, Retailing, productive, Real GDP, Whistle blowing,

- ✓ 1. A small business that buys goods from other firms and sells them to consumers is known as a Retailing.
- ✓ 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 pressure on businesses to consider clients needs and interests.
- ✓ 5. Which of the following is not an advantage of partnerships? unlimited liability
6. Usually the German exports exceeds its imports, this fact causes surplus in the Germany's trade balance, and makes the German economy a productive economy.

Good luck