



Faculty of Business & Economics
Department of Business Administration & Marketing
Introduction to Business Administration (BUSA 130)
Second Course 2013/2014
Second Exam (from 9:30 - 11)*

44/50
Excellent!
26/30

Student Name: _____

Student #:

Section #:

Instructor:

ANSWER SHEET

TRUE / FALSE	
1-	T
2-	T
3-	F
4-	T
5-	T
6-	T
7-	X
8-	F
9-	T
10-	F
11-	T
12-	T
13-	X
14-	T
15-	T

MULTIPLE CHOICES	
1-	A
2-	A
3-	B
4-	A B
5-	C
6-	C
7-	D
8-	D
9-	D
10-	E
11-	A
12-	B
13-	BA
14-	B B
15-	B C

4

Q1: which of the following sentences are true or false, please transfer your answer to the answer sheet: (15 points)

1. Contingency planning seeks to identify how a company will respond to change. T
2. When a sales manager compares actual sales to the quarterly sales quota, she is performing the controlling function of management. T
3. Information managers are responsible for getting products from producers to consumers. F
4. When Birzeit University analyzes its internal strengths and weaknesses, it is conducting an organizational analysis. T
5. The effectiveness of managers in using time can be undermined by frequent phone calls. T
6. The chain of command is the pathway for the flow of authority from one management level to the next. T
7. Ministry of Finance is an example of a flat organization with a wide span of management. T
8. First-line managers report to top management and supervise the activities of middle managers. F
9. The output of controlling process is considered as the input of planning process. T
10. Only during crises and uncertainty the organizations are advised to do strategic management. F
11. Managers in all the managerial levels are enjoying not only with decision making skills abut also with human relation skills too. T
12. The inspiration of the virtual organization structural approach is the film industry. T
13. Most of the small and medium organizations are having a functional organization structure, whereas, most of the multinational organizations الشركات متعددة الجنسيات are having a divisional organization structure. F
14. All team organization structures are based on the specialization rather than on departmentalization. T
15. Adding a new line of production is considered a corporate strategy, while consolidation with another company is considered a business (competitive) strategy. T

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

1. Which of the following have the responsibility in analyzing their organizations' competitive environments and also do the plan, organize, direct, and control the operations of their organizations?

- A) managers
- B) stockholders
- C) regulators
- D) agents
- E) customers

2. Which of the following refers to a person's ability to think in the abstract, to diagnose and analyze different situations, and to see beyond the present situation?

- A) conceptual skills
- B) decision-making skills
- C) human relations skills
- D) production skills
- E) technical skills

3. If Kodak sets out to increase its market share of the "35-mm film" by 10 percent during the next eight years, what kind of goal is the organization setting?

- A) a short-term goal ✗
- B) a long-term goal ✓
- C) a tactical goal
- D) an intermediate goal ✗
- E) an organizational goal

4. Which kind of strategy takes place at the level of the accounting and financial department?

- A) business
- B) functional
- C) local
- D) fundamental
- E) environmental

5. Steve motivates employees by rewarding them with additional vacation when standards are achieved. This is an example of which function in the management process?

- A) organizing
- B) planning
- C) leading
- D) marketing
- E) strategizing

6. The titles supervisor, office manager, and group leader are examples of which level of management?
- A) top management
 - B) middle management
 - C) first-line management
 - D) operations management
 - E) human resource management
7. An accountant's ability to audit a company's records is an example of what type of skills?
- A) motor skills
 - B) conceptual skills
 - C) human relations skills
 - D) technical skills
 - E) decision-making skills
8. Which of the following is NOT considered an organizational strength?
- A) strong financial position
 - B) dedicated and loyal employees
 - C) strong controlling system
 - D) changing consumer tastes
 - E) good reputation السمعة التجارية
9. Mr. Ali organizes itself around four distinct units in its publishing division: magazines, textbooks, trade books, and the Internet. What type of divisional structure does Time Warner use?
- A) customer
 - B) geographic
 - C) process
 - D) product
 - E) functional
10. On the first day of orientation at her new job, Sami learned that she could learn a lot about the firm's reporting and authority relationships by looking at its _____.
- A) strategic planning
 - B) association diagram
 - C) formal layout
 - D) annual report
 - E) organization chart
11. _____ are positive external situations that represent the possibility of generating new revenue, whereas _____ are external negative forces that could inhibit the firm's ability to achieve its objectives.
- A) opportunities; threats
 - B) opportunities; weaknesses
 - C) strengths; weaknesses
 - D) strengths; threats
 - E) none

12. Which of the following structures may work best in a time of crisis when an organization must stay focused on immediate goals?

- A) centralized organization structure
- B) decentralized organization structure
- C) functional organization structure
- D) divisional organization structure
- E) none

13. The arrangement of activities into logical groups that are then clustered into larger departments and units that form the total organization is known as _____.

- A) Specialization
- B) departmentalization
- C) decentralization
- D) centralization
- E) none

14. _____ is a system for minimizing the harm that might result from some unusually threatening situations.

- A) contingency management
- B) crisis management
- C) strategic management
- D) environmental management
- E) none

15. A _____ is a realistic and achievable view of the future that grows out of and improves on the present.

- A) mission
- B) forecast
- C) vision
- D) goal
- E) none

Q3: Fill in blanks with the correct term in each of the following sentences (10 points)

Responsibility, customer, product, ^{5 use!} extraversion, equity theory,
Hawthorne theory, authority, geographic, conceptual, openness,
chain of command, emotional intelligence, organization structure, tall,
technical, organization chart, flat

1. A framework enabling managers to divide responsibilities, ensure employee accountability, and distribute decision-making authority is called a company's _____.
2. When Juanita makes decisions, order employees to accomplish work, and takes actions, Juanita is therefore exercising her authority.
3. John is a family business owner where nearly all his managers reporting directly to him. This is an example of a tall flat organization.
4. Showing who reports to whom, an organization's chain of describes the authority relationships among people working at different levels. Command.
5. As a ^{use} president of an organization, you'll depend upon your conceptual skills to solve major, long-term problems and to keep the business growing.
6. A clothing store departmentalizes according to children's, women's, and men's clothing. This store is customer organization structure.
7. emotional intelligence is the extent to which people are self-aware.
8. Equity theory is a theory that focuses on people evaluating their treatment by the organization relative to the treatment of others.
9. Departmentalization based on geographic groups' jobs is based on the territory or physical location.
10. extraversion refers to the person's comfort level with relationships.

Q4: Compare and contrast centralization and decentralization. Indicate when should managers use each of them? (10 points)

Centralization مركزية

most common and order in organization holding by Top manager (up level manager)

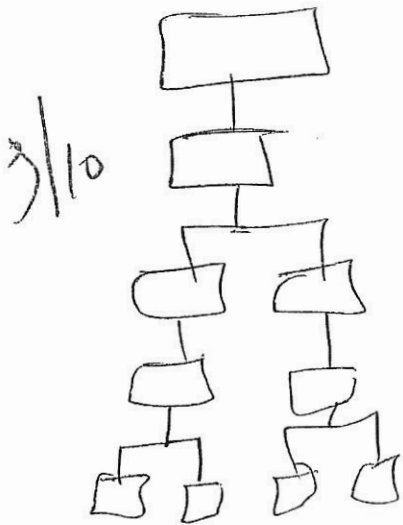
كل القرارات يتم اتخاذها من قبل الرئيس الأعلى

decentralization. تفويض

Common and order in organization can be delegation by Top manager to any level of management

الادارة يمكن تفويضها الى Top managers

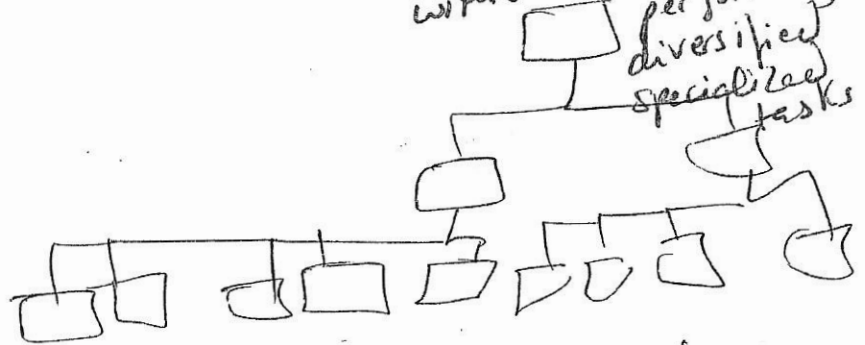
Centralization in Tall structure organization multiple layers



narrow of span of control

decentralization in Flat structure organization

Fewer layer with skilled workforce performing diversified specialized tasks



wide span of control

large business
government business

with unskilled workforce performing routine tasks

small business
+ R&D
SMEs & family businesses
institutions

Good Luck