


18. In the externally oriented planning phase, plans are developed by heavily involving the input of managers from lower levels.
19. To be effective, strategic management must be a formal process.
20. One tenet of the learning organization is to maintain stability.
21. The internal environment includes the variables of opportunities and threats.
22. A business strategy may include competitive or cooperative strategies.
23. Performance results are monitored at the strategy formulation phase of the strategic management process.
24. Mintzberg's entrepreneurial mode is sometimes referred to as "muddling through" since this decision-making mode tends to be more reactive than proactive in the search for new opportunities.
25. Henry Mintzberg discovered that strategic formulation is a regular, continuous process.
26. Corporate strategy occurs at the business unit or product level.

Question two (60 marks): (your answers should be in short essays)

- A. What are the two distinct attributes of culture?
- B. Define a value chain and the significance of the center of gravity.
- C. Define competitive intelligence and discuss its sources.
- D. Discuss the three basic approaches to ethical behavior.
- E. Discuss Kohlberg's levels of moral development.
- F. Explain the difference between Milton Friedman's and Archie Carroll's approaches to the responsibilities of business.
- G. Briefly describe the four basic elements of strategic management.
- H. What are the types of moral relativism?

 **Best Wishes....**
Dr. Elsayed Sobhy

قصة دارنة

Kafr Elsheikh University
Faculty of Commerce
1st semester 2017



Strategic Management
Total Mark: 85
Grade: Four
Time: 3 Hours

Question one (25 marks):

Please indicate which of these sentences are True and which are False:

1. Since competitors were not able to understand how Gillette's Mach 3 razor was produced, it was considered transparent.
2. eBay and Amazon.com have successfully used the efficiency model by acting as an intermediary to connect multiple sellers to multiple buyers.
3. Research indicates that greater financial leverage has a positive impact on performance for firms in dynamic environments.
4. Intermittent manufacturing systems reap benefits from economies of scale.
5. Political-legal forces regulate the values, mores, and customs of society.
6. The willingness to reject unfamiliar as well as negative information is called issues priority.
7. According to Michael Porter, the weaker each of the competitive forces, the more limited companies are in their ability to raise prices and earn greater profits.
8. A buyer may be powerful when changing suppliers costs a great deal.
9. Reactors are companies with a limited product line that focus on improving the efficiency of their existing operations.
10. Competitive intelligence is an informal program of gathering information on a company's competitors.
11. The theory of vital responsibility proposes that a private corporation has responsibilities to society that extend beyond making a profit.
12. Archie Carroll proposes that managers in companies have only a discretionary responsibility.
13. The broader concept of sustainability is closely aligned with Friedman's view of social responsibility.
14. The first step in stakeholder analysis is identifying those who have only an indirect stake in the corporation.
15. Relationship-based countries tend to be more transparent and have a lower degree of corruption than do rule-based countries.
16. Kohlberg's preconventional level is characterized by a person's adherence to an internal moral code.
17. A problem with the utilitarian approach to ethics is the difficulty in recognizing all the benefits and the costs of any particular decision.

6/1/17

Kafrelsheikh University
Faculty of Commerce
English section
Year Four



Course: Marketing Research
Grade: 85 Marks
1st Semester exam, Jan 2017

Date: 12 / 1 / 2017

Duration: 3 hours (2 pages)

Q1: Consider the following research abstract:

The article examines relationship of switching cost, trust, perceived satisfaction, corporate image and length of relationship on customer switching resistant behavior. A conceptual model assuming relationship between the above mentioned independent and dependent variables was developed and tested on the subscribers of telecommunication industry in Bangladesh. Multiple regression analysis was employed to test the hypotheses. A total of 100 cell phone subscribers were sampled from three different private universities in Dhaka, Bangladesh. The results indicate that switching cost and length of relationship have a positive and significant influence on customers' switching resistance, while other factors such as trust, perceived satisfaction and corporate image are not as critical to the outcome.

Determine:

- 1- Research problem
- 2- Data collection method
- 3- Research objectives
- 4- Research hypotheses
- 5- Research variables
- 6- Research population
- 7- Sample size
- 8- Research results or finding

Q2: define the following?

1. Marketing research
2. The problem
3. Primary and secondary data
4. Reliability and validity.

Q3: list?

1. The steps of marketing research
2. Uses of descriptive research
3. Primary scales measurement.
4. The differences between exploratory and conclusive research.

Best Wishes

Dr.Ali Abdelkader

ادارة نظم معلومات

Kafr ElSheikh University
Faculty of Commerce
English Division

4th Year

Final Exam
Course: MIS
Jan. 2017

Answer the following questions:

Question One:

Define the Following Concepts:

1. Management Information Systems.
2. Information Technology.
3. Collaboration Technology.
4. Ethics.
5. Quality of Life.
6. Accountability.
7. Due Process.
8. Intelligence.

Question Two:

Comment on the following statements:

1. Organization should be considered as a system and, MIS is a sub-system of the organization.
2. Organizational design creates a fully digital firm, which has a several dimensions.
3. The study of information systems is a multidisplinary field, no single theory or perspective dominates.
4. Collaboration and team work are more important today than ever for a variety of reasons.
5. Information systems make it possible for firms to manage all their information, make better decisions, and improve the execution of their business process.
6. Organization has different levels, and each of these levels need different information required for different types of decisions.

Best of luck

6/1

Kafrelsheikh University

Faculty of Commerce

ORGANIZATIONAL THEORY

FULL SEMESTER (January, 2017): Total marks (85 marks)

(Year Four/ English Section)

(Duration: 3 hours)

Part one: Briefly answer the following questions:

1- *“There are no problems facing organizations to win stakeholder approval (support).”*

- Discuss the validity of the previous statement.

2- *“Agency theory offers a useful tool for understanding the complex authority relationship between top management and the board of directors.”*

- Explain the previous statement.

3- Who are the inside stakeholders? Identify their contribution to the organization and their inducement to contribute?

4- What are the different categories of organizational changes, why employees may resist positive changes, and how can we overcome their resistance?

5- *“Risk is uncertainty, and it’s not possible to have a project without having risk. Our job as managers, then, is to identify the type of threats or opportunities that may creep up on us before they happen”.*

- Explain how to identify risks and the different techniques manage it.

6- What are the main sources of organizational ethics and how to foster ethics in our organizations?

Part two: Case-Study:

Case-1

“An organization is experiencing problems due to high vertical differentiation. However, it is going to expand in the future. Therefore, the main board of directors hired you as a professional consultant to redesign the hierarchy.”

Q1- As a professional consultant, how do you expect the shape of the current hierarchy that represents the problem?

Q2- Design the shape of the appropriate new hierarchy? (Just use figures to illustrate your answer and a small comment if needed)

Q3- What are the alternatives to handle increasing the vertical differentiation? (You don't have to discuss it, just mention it with few comments if needed)

Case-2

“At the annual meeting of (ZARA) company, there was a discussion about measuring the company effectiveness, there was a debate regarding the different approaches to measure it. Now it is your turn as a project manager to speech”

Q-What would you say in this situation regarding measuring effectiveness?

Best wishes,

Dr. Sameh Matar

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Kafr Elsheikh University
Faculty of Commerce
1st semester 2017



Quality Management
Total Mark: 85
Grade: Four
Time: 3 Hours

Question one: (25 marks)

Please indicate which of these sentences are True and which are False:

1. In the early Twentieth century, the artificial separation of production workers from responsibility for quality assurance led to an increased focus on quality among both workers and their managers.
2. A product-based definition of quality implies no relationship between the perceived quality of a product and the quantity of some product attribute.
3. Improved quality of design leads to lower costs and improved quality of conformance leads to higher prices.
4. In any organization, the people who best understand how to improve the product and process are the ones who design them.
5. In total quality, vertical functional relationships are stressed more than horizontal, cross-functional relationships.
6. The employee who conducts a final product inspection is the principle judge of quality under total quality.
7. Effective business planning considers the customer as the only relevant stakeholder to the company.
8. Self-managed teams were the primary means of quality control during the first half of the twentieth century.
9. According to the principles of TQM, quality is synonymous with tight tolerance and conformance to specifications.
10. In managing for quality, it is better to analyze systems by looking at their individual parts than to analyze the interaction between parts of the system.
11. The primary objective of inspection is to remove defective items.
12. The production of services typically requires a lesser degree of customization than does manufacturing.
13. The definitions of quality as applied to manufacturing do not apply well to services.
14. Generally, output uniformity is as important in a manufacturing process as in a service activity.
15. Expected quality is a measure of what a manufacturer thinks customers want in a product or service.
16. The first step in designing a customer satisfaction survey is to determine the necessary sample size.
17. The computation of "customer perceived value" (CPV) involves identifying product attributes and weighing them equally for consumers.