

امتحان
لغة الإنجليزية

Bus. Studies

Exams

Q1- Pedler, Burgoyne and Boydell (1994) identify eleven qualities of successful managers, identify Only 5 of them?

- (i) Command of basic facts
- (ii) Relevant professional understanding
- (iii) Continuing sensitivity to events
- (iv) Analytical, problem-solving, decision/judgment-making skills
- (v) Social skills and abilities
- (vi) Emotional resilience
- (vii) Proactivity – indication to respond purposefully to events
- (viii) Creativity
- (ix) Mental agility
- (x) Balanced learning habits and skills
- (xi) Self-knowledge.

Student can select
only 5

5x5

Q2- Discuss the Goals of Marketing System?

6.25
25 x 25 = 225

- **Maximize consumption** – Many business executives believe that the marketing system should stimulate maximum consumption, which will in turn create maximum production, employment, and wealth.
- **Maximize consumer satisfaction** – Another view holds that the goal of the marketing system is to maximize consumer satisfaction, not consumption.
- **Maximize choice** – Some marketers believe that the goal of a marketing system should be to maximize product variety and consumer choice. The marketing system would enable consumers to find those goods that exactly satisfy their tastes.
- **Maximize life quality** – Many people believe that the goal of a marketing system should be to improve the quality of life. The quality of life includes the quality, quantity, availability, and cost of goods; the quality of the physical environment; and the quality of the cultural environment.

Q3 –Business Goals:

1. **Profit** - Making profit is the primary goal of any business enterprise.
2. **Growth** - Business should grow in all directions over a period of time.
3. **Power** - Business houses have vast resources at their command. These resources confer enormous economic and political power.
4. **Employee satisfaction and development** - Business is people. Caring for employee satisfaction and providing for their development has been one of the objectives of enlightened business enterprises.
5. **Quality Products and Services** - Persistent quality of products earns brand loyalty, a vital ingredient of success.
6. **Market Leadership** - To earn a niche for oneself in the market, innovation is the key factor.
7. **Challenging** - Business offers vast scope and poses formidable challenges.
8. **Joy of creation** - It is through business strategies new ideas and innovations are given a shape and are converted into useful products and services.
9. **Service to society** - Business is a part of society and has several obligations towards it.

Q4- Arguments for Social Responsibility:

- Improvement of the social environment benefits both society and business.
- Social responsibility discourages additional governmental regulation and intervention.
- Business has a great deal of power, which should be accompanied by an equal amount of responsibility.

5x5 = 25

- Internal activities of the enterprise have an impact on the external environment.
- The concept of social responsibility protects the interests of stockholders.
- Social responsibility creates a favorable public image.
- Business has the resources to solve some of society's problems.
- It is better to prevent social problems through business involvement than to cure them.



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