Damascus University
Open Learning System
Faculty of Economy
Small Business Management Dept.

Business Studies Exam / S1 , 2020
Student name:__________/ ID:______
Exam Time: 120 minutes
Pages number (1) - date 26 / 2 / 2020

Answer the Following questions:(25 Marks For each question)

1- **Define The Following** : Human Resource Management, Marketing, Financial Management ,Business Finance, Strategic Planning.

2- **List (mention) The Following**:

-Business goals.
- Elements of Financial Management
- Sources Of SMEs Finance.
- Marketing Elements.
- Responsibilities of Human Resources Manager

3- **Discuss** The Decision Making Strategies.

4- **Discuss only one** :

- leadership styles.
- Levels of Strategy.

Best Luck

Prof. Dr. Ayman Dayoub

دراسات ادارية بلغة اجنبية في س ٢ الدورة الفصلية الاولى
لعام ٢٠١٩ – ٢٠٢٠

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Answerthe Followingquestions:(25 Marks For each question)

1- **Define The Following** : 25 درجة

5 Human Resource Management: the strategy for acquiring, using Improving and preserving the organisations human Resource.

5 Marketing: Is a social and managerial process by which Individuals and groups obtain what they need and want through creating and exchanging products and value with other.

5 Financial Management: Is operational activity of a business that Is Responsible for obtaining and effectively utilizing the Funds Necessary for efficient operations.

5 Business Finance: Is that business activity which concerns the acquisition and conversation of capital funds In Meeting financial needs and overall objectives of a business enterprise.

5 Strategic Planning: Strategic planning Is the process of developing and maintaining a strategic fit between the organization's goals and capabilities and it's changing marketing opportunities.

25 درجة 2- **List (mention) The Following**:

-Business goals.

5
1 - Profit
2 - Growth
3 - Power
4 - employee satisfaction and development
5 - Quality products and services
6 - Market Leadership.
7 - Challenging
8 - Joyal Creation

- Elements of Financial Management

→ Financial planning

5 → financial control

→ Financial Decision-making

- Sources Of SMEs Finance. → Internal Sources

① presonal sources

5 ② Retained profits

③ share capital _ Invested by the founders

→ External sources

① Loan capital (A bank Loan, A Bank overdraft, Business angels)

② venture capital ③ personal sources

- Marketing Elements. - product

- place - promotion

5 - price

- people

- process

- Responsibilities of Human Resources Manager

→ policy

→ Advice

5 → service

→ control

25

3- <u>Discuss</u> The Decision Making Strategies: There are several stategies used for choosing:

- <u>optimizing</u>: this is the strategy of choosing the best possible slution to the problem, discovering as many alternatives as possible and choosing the very best

→ <u>satisficing</u>: In this strategy, the first satisfactory alternative Is chosen rather than the best alternative if you are small decisions, the satisficing strategy is perfect

- <u>MaxiMax</u>: this stands for maximize the maximums, this stragy foucess on evaluating and the choosing the alternatives based on their maximum possible payoff, this Is sometimes described as the strategy of the oplimist.

- <u>Maximin</u>: this stand for maximize the minimums, In this strategy, that of the pessimist, the worst possible outcome of each decision Is considered and the decision with the highest minimum Is chosen.

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4- Discuss **only one**:

leadership styles: the Following are common Leadership styles:

1 - Autocratic: the manager makes all the decisions and dominates Team Members.

2 - participative: the manager Involves the subordinates In decision making by consulting Team members, which encourages employee ownership for decisions.

3 - Laissez - Faire (Free-Rein). In this hands-off approach the Leader encourages Team Members To function Independently and work out their problems by themselves, although he/she Is available for advice and assistance.

the approach:

1- Motivation: Leaders Influence others To reach goals through their approaches To Motivation, they can use either positive or negative Motivation

2- Decision making:

3- Task and employee orientation.

Levels of Strategy: (٢٥)

1- Network_Level strategy: this apply when various organization work together to create an economic entity.

2- corporate strategy; Is concerned with the overall purpose and scope of the business to meet stakeholder expectations.

3 Business unit strategy: Is concerned more with how a business competes successfully in particular market, it concerns strategic decision about products, meeting needs of customers, gaining advantage over competitors exploiting or creating new opportunities.

4 operational strategy: Is concerned with how each part of the business Is organised to deliver the corporate and business unit Level strategic direction.

يستحق الطالب كامل الدرجة
عند التدقيق

Prof. Dr. Ayman Dayoub