

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



امتحان إدارة الأعمال في
الدورة الأولى الأولى
لعام ٢٠١٩ - ٢٠٢٠

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:

the strategy for acquiring, using
improving and preserving the organisation's human
Resource.

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
others.

Financial Management:

is operational activity of a business that
is responsible for obtaining and effectively utilizing
the funds necessary for efficient operations.

Business Finance:

is that business activity which concerns
the acquisition and conversion of capital funds
in meeting financial needs and overall objectives
of a business enterprise.

Strategic Planning:

strategic planning is the process of developing
and maintaining a strategic fit between the organization's
goals and capabilities and its changing marketing
opportunities.

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

-Business goals.

1- Profit

2- Growth

3- Power

4- employee satisfaction and development

5- Quality products and services

6- Market Leadership.

7- Challenging

8- Joyful Creation

- Elements of Financial Management

- Financial planning
- Financial Control
- Financial Decision-making

- Sources Of SMEs Finance. → Internal Sources

- ① personal sources
- 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
- price
- people
- process

- Responsibilities of Human Resources Manager

- policy
- Advice
- Service
- control



p. 25

3- Discuss The Decision Making Strategies: There are several strategies used for choosing:

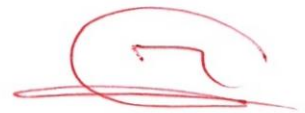
- Optimizing: This is the strategy of choosing the best possible solution to the problem, discovering as many alternatives as possible and choosing the very best.

- Satisficing: In this strategy, the first satisfactory alternative is chosen rather than the best alternative. If you are small decisions, the satisficing strategy is perfect.

- Maximax: This stands for maximize the maximums. This strategy focuses on evaluating and then choosing the alternative based on their maximum possible payoff. This is sometimes described as the strategy of the optimist.

- Maximin: This stands 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.

شكرًا لك على المساعدة



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- Laisses-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 approach to motivation. They can use either positive or negative motivation.

(2- Decision making:

(3- Task and employee orientation.

Dr. H. Al-Husseini
Lecturer

(25)

Levels of Strategy:

- ① - Network Level Strategy: This applies when various organizations 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 markets. It concerns strategic decisions 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 organized to deliver the corporate and business unit level strategic direction.

Prof. Dr. Ayman Dayoub

Handwritten signature in red ink.

Handwritten signature in red ink.