Kafrelsheikh University
Faculty of Commerce
First **Semester exam**

Course: MIS
Grade: 4(business)
85 Mark

1. .... is an ideal platform for direct marketing
   a. Online advertising   b. Email marketing   c.ECRM   d. All of the above
2. .... is key to relationship marketing
   a. Keep users connected b. Keep users informed c. Keep users updated d. All of the above
3. When planning the design and layout of an email campaign, it is important to think about
   a. long-term effect of this campaign on customers
   b. long-term effect of this campaign on offline campaign
   c. long-term effect of this campaign on competitors
   d. all of the above
4. adding...........at the bottom of your email to encourage readers to increase distribution
   a. Unsubscribe link   b. Distribution link   c. forward to a friend link   d. all of the above
5. ....are on every email client and are there to prevent unwanted mail cluttering the inbox.
   a. Spam filter   b. Image filter   c. Inbox filter   d. All of the above
6. .... The percentage of email addresses that did not receive the email.
   a. Click through rate   b. Unsubscribe rate   c. Bounce rate   d. All of the above
7. make sure that your email subject line contain(s)
   a. facts   b. specific details   c. sufficient incentives   d. all of the above
8. .... can be very distracting and has the potential to negatively impact on your brand image.
   a. Free displayed advertising   b. Planned online advertising c. Email advertising d.All of the above
9. .... The number of links to your website divided by the number of opened emails.
   a. Click-through rate   b. Open rate   c. Bounce rate   d. All of above
10. Layout and content of email campaign should follow a certain rules which include(s)
    a. Using a branded email address
    b. Do not make the subject line too sensational
    c. Make sure that your company name appears in the subject line
    d. All of the above
11. ....allows you to increase traffic to your site, inform search engines of your existence
    a. Email advertising   b. affiliate advertising   c. Free advertising   d. All of the above
12. .... is another way to increase exposure about your company.
    a. Writing articles   b. press releases   c. Blogs   d. All of the above
13. .... is essentially an online referral system and a vital mechanism for generating cross-referrals between companies.
    a. Paid advertising   b. Affiliate network   c. Blogs   d. All of the above
14. PPC campaigns have become a popular advertising technique in recent years because
    a. They are targeted to keywords
    b. They are more cost effective
    c. conversion rate is easily measurable
    d. all of the above
15. .... they are the "welcome" page to a website and are usually very graphic and built in Flash o JavaScript.
    a. Home page   b. Index page   c. Splash pages   d. All of the above
16. ....may has (have) more success than rotating imagery and flashy execution.
    a. Splash banner ad   b. Personal banner ad   c. Humor banner ad   d. All of the above
17. The return on campaigns (or conversion rate) is easily measurable with tracking
    a. Codes added to URLS   b. Numbers of clicks   c. Number of URLS visitors   d. All of the above

1

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18. ....pay for the advert when someone clicks on your sponsored advert in the search results.
a. PPA   b. PPC   c. CRT   d. All of the above
19. Banner ads of all shapes and sizes, whether flashy or not, are one form of...
a. Email advertising   b. Mobile advertising   c. Online advertising   d. All of the above
20. .... is time before an offline advert can be screened or printed
a. Lead time   b. Testing time   c. Evaluation time   d. All of the above
21. To enjoy success with PPC, it is important to
a. Research what keywords your target audience is using
b. Set realistic budgets for your campaigns
c. Track all click sources
d. All of the above
22. ....the new generation of PPC advertising. Instead of paying for sponsored links
a. Social media advertising   b. Mobile advertising   c. Email advertising   d. All of the above
23. Your home page should serve as....
a. roadmap to your most important
b. guide new customers to the best parts of your website
c. introducing your brand
d. all of the above
24. ....is vital because it provides your customer with the means of potentially entering into a commercial relationship with you
a. Home page   b. About page   c. Contact page   d. All of the above
25. .... a great way to demonstrate your knowledge, provide useful content for your customers and improve your search engine ranking
a. Blogs   b. Algorism key words   c. Updating page   d. All of the above
26. A good error page will have a
a. short explanation about the error
b. advice about how to return to the previous page
c. link back to your home page
d. all of the above
27. if an element is ...., it means you can view it without scrolling down
a. below the fold   b. above the fold   c. in the fold   d. all of the above
28. .... the row of buttons that visitors click on to get to other parts of your site
a. Contextual navigation   b. Navigation scroll   c. Navigation bar   d. All of the above
29. Depending on the...........your page, your navigation bar could consist of just a few buttons, or it could have elaborate dropdown menus with many links
a. Content on   b. Complexity of   c. Content of Information on   d. All of the above
30. Your navigation bar will usually remain
a. below the fold   b. above the fold   c. in the fold   d.all of the above
31. ....is the vertical bar that runs down the length of a page on either the left or right hand side
a. Side bar   b. Vertical bar   c. Navigation bar   d. All of the above
32. ...... are those that anyone using any type of computer and web browser will be able to view
a. Web safe upload   b. Web safe font   c. Web safe java script   d. All of the above
33. .... navigation that changes dynamically depending on where the user is on your pages
a. Contextual navigation   b. Navigation scroll   c. Navigation bar   d. All of the above
34. Always make sure that your navigation bar is(are)
a. Horizontal   b. At the top   c. Simple   d. All of the above
35. .... is (are) where customers will look to identify your page
a. Footer   b. main body   c. header   d.all of the above
36. your web site should be designed to be
a. simple   b. has white space   c. limited colors and fonts   d. all of the above

37. **If your page is complex enough, you could consider adding**
a. Contextual navigation bar   b. Navigation bar   c. Navigation sub bars   d. All of the above

38. **The footer bar should include(s)**
a. copyright notices
b. Company's social networking profiles.
c. terms of use and other legal documents
d. all of the above

39. **Your logo should always appear on.....**
a. top left of the page   b. header part of the page   c. above the fold   d. all of the above

40. **..........is the place where you describe your company and state what your brand's goals**
a. Home page   b. Contact page   c. About page   d. All of the above

41. **.......... is a specialized kind of database containing software programs (called spiders or robots)**

a. Search query   b. search engine   c. search engine optimization   d. all of the above

42. **Each search engine not necessarily returns the same search results due to different**

a. search rank   b. paid ads   c. search mathematical formulas   d. all of the above

43. **Google, may not be able to find the "title" or "description" of your site because you are not using proper**

a. search rank   b. search engine optimization   c. search developer   d. all of the above

44. **Writing a list of keywords for your website can be done through**

a. using targeted keywords   b. using brainstorming   c. using customer survey   d. all of the above

45. **When choosing search keywords you should consider**

a. site content relevancy   b. choosing unique trademark   c. search optimization   d. all of the above

46. **Remember when creating your URLs**

a. Use keywords in the URL   b. keep short   c. use one version of a URL   d. all of the above

47. **Websites should use trigger words for**

a. browsers   b. shoppers   c. buyers   d. all of the above

48. **One click feature is a good tool for**

a. browsers   b. shoppers   c. buyers   d. all of the above

49. **Comparison tools, product reviews are good tools for**

a. browsers   b. shoppers   c. buyers   d. all of the above

50. **In the ....stage, the massage can describe new product or suggest a new uses for existing product**

a. awareness   b. familiarity   c. exploration   d. all of the above

51. **In the ....stage, the message should explain how a product or service work and encourage switching to the brand**

a. awareness   b. familiarity   c. exploration   d. all of the above

52. In the ………stage, the advertising massage should be persuasive to convenience customers

a. awareness   b. familiarity   c. exploration   d. all of the above

53………… is(are) a banner that is designed to span the top or bottom of webpage

a. skyscraper   b. leaderboard   c. Rectangle   d. all of the above

54. ……..is (are) a banner that is placed on the side of the webpage and remains visible to the uses

a. skyscraper   b. Leaderboard   c. Rectangle   d. all of the above

55. Turning some of the text in the stories they display into hyperlinks is an example of

a. pop behind ads   b. text ads   c. popup ads   d. all of the above

56. Appears in its own window when the users open or close a webpage

a. pop behind ads   b. text ads   c. popup ads   d. all of the above

57. Followed very quickly by a command that returns the focus to the original web page

a. pop behind ads   b. text ads   c. popup ads   d. all of the above

58. Websites should depend on ……… to measure the effectiveness of banner ads

a. click through rate   b. conversion rate   c. tracking rates   d. all of the above

59. Online branding should consider

a. Product differentiation   b. perceived value   c. relevancy   d. all of the above

60. Marketers should attempt to create and maintain brands on the web by using

a. cognitive branding   b. emotional branding   c. active branding   d. all of the above

61. ………… use(s) the word of mouth to spread to spread word about the company through individual customers

a. affiliate marketing   b. viral marketing   c. email marketing   d. all of the above

62…… is (are) useful because they spread your content to their social networks, increasing your exposur

a. influencer   b. brand prophet   c. lurker   d. complainer

63. your company should Treat ……. with respect, provide them exclusive material and do everything to them on your side

a. influencer   b. brand prophet   c. lurker   d. complainer

64. you should consider offering ……. a special deal or referral fee

a. influencer   b. brand prophet   c. lurker   d. complainer

65. …….is (are) online community message boards where users can post and reply to topics

a. blogs   b. microblogs   c. forums   d. aggregators

Question 2 (25 Minutes, 20 Marks)

A company's calendar-year financial data are shown below. The company had total assets of $339,000 and total equity of $144,400 for the prior year. No additional shares of common stock were issued during the year. The December 31 market price per share is $49.50. Cash dividends of $19,500 were paid during the year. Calculate the following ratios for the company:

  (a) profit margin ratio.
  (b) gross margin ratio.
  (c) return on total assets.
  (d) return on common stockholders' equity.
  (e) book value per common share.
  (f) basic earnings per share.
  (g) price earnings ratio.
  (h) dividend yield.

Net sales	$650,000
Cost of goods sold	422,500
Gross profit	$227,500
Operating expenses	140,500
Operating income	$ 87,000
Interest expense	9,100
Income before taxes	$ 77,900
Income taxes	23,400
Net income	$ 54,500

	Ending Balances
Cash	$ 19,500
Accounts receivable (net)	65,000
Inventory	71,500
Plant assets (net)	195,000
Total assets	$351,000
Current liabilities	$ 74,100
Long-term notes payable	97,500
Common stock, $5 par value	65,000
Retained earnings	114,400
Total liabilities and equity	$351,000

Question 3 (20 Minutes, 10 Marks)

A corporation reports the following year-end balance sheet data. Calculate the following ratios:
(a) working capital
(b) acid-test ratio
(c) current ratio
(d) debt ratio
(e) equity ratio
(f) debt-to-equity ratio

Cash...............................	$ 40,000	Current liabilities..............	$ 64,000
Accounts receivable..........	35,000	Long-term liabilities.........	72,000
Inventory...........................	60,000	Common stock..................	100,000
Equipment........................	150,000	Retained earnings.............	49,000
Total assets.......................	$285,000	Total liabilities and equity	$285,000

Question 4 (15 Minutes, 10 Marks)

Match each of the following terms with the appropriate definitions.

1. Common-size financial statement	Examination of financial data across time.
2. Solvency	The application of analytical tools to general-purpose financial statements and related data for making business decisions.
3. Vertical analysis	The availability of resources to meet short-term obligations and to efficiently generate revenues.
4. Profitability	A statement with data for two or more successive accounting periods placed in side-by-side columns, often with changes shown in dollar amounts and percents.
5. Comparative financial statement	A company's ability to provide financial rewards sufficient to attract and retain capital.
6. Market prospects	A statement where each amount is expressed as a percent of a base amount to reveal the relative importance of each financial statement item.
7. Equity ratio	The comparison of a company's financial condition and performance to a base amount.
8. Financial statement analysis	A company's ability to generate positive market expectations.
9. Liquidity and efficiency	A company's ability to generate future revenues and meet long-term obligations.
10. Horizontal analysis	The portion of total assets provided by equity, computed as total equity divided by total assets.

6

Question 5 (15 Minutes, 5 Marks)

The following are simplified, vertical, common-size balance sheets for three firms—a retailer, a service firm, and a manufacturer.

Assets	Firm A	Firm B	Firm C
Cash	6.1%	8.1%	8.7%
Receivables	23.2	4.4	12.1
Inventory	31.1	1.5	24.5
Total Current Assets	**60.4**	**14.0**	**45.3**
Plant, Property, and Equipment (net)	30.3	83.4	51.8
Investments	9.3	2.6	2.9
Total Assets	**100.0%**	**100.0%**	**100.0%**

Liabilities and Stockholders' Equity

	Firm A	Firm B	Firm C
Total Current Liabilities	29.3%	11.5%	21.6%
Long-Term Debt	18.1	24.8	37.8
Total Stockholders' Equity	**52.6**	**63.7**	**40.6**
Total Liabilities and Stockholders' Equity	**100.0%**	**100.0%**	**100.0%**

Required: Match the statements to the type of firm and explain your choice

Kafrelsheikh University
Faculty Of Commerce
First term exam 2019/2020

Date: 28/12/2019

Course: Management
Grade: One
Marks: 85

Time: 2 hours

Please be attentive to the number of pages in the exam, as the exam pages will be on both sides of the paper (6 pages in 3 papers).

(40 Marks)

First Question: (Put your answer in the answer sheet)

Choose the best answer (a, b, c, or d) for the following statements:

1-..........................is one of the informational roles of the manager
a) Spokesperson   b)Monitor   c)Disseminator   d)a& b& c

2- ....are the job-specific knowledge needed to proficiency perform work tasks
a) Technical skills   b)Human skills   c)Conceptual skills   d)a& b& c

3- ....means doing things differently, exploring new territory, and taking risks
a) Creativity   b)efficiency   c)innovation   d)proficiency

4- There are ....major theories comprise the classical approach of management
a) 2   b) 3   c) 4   d) 5

5-.....................approach is one of the major approaches to management theory
a) systems   b)behavioural   c)contingency   d)general

6- When making decisions, managers may face three conditions: ....
a) Structured, programmed, non-programmed   b) structured, non-structured, non-programmed
C) structured, non-programmed, programmed   d) certainty, risk, uncertainty

7- Planning is primary managerial activity that involves establishing an overall .... for achieving organization's goals
a) policy   b)strategy   c)aim   d)plan

8- Plans that are clearly defined and leave no room for interpretation are called ....plans
a) strategic   b)standing   c)specific   d) directional

9- .... Is the concept that refers to a person should have one boss.
a) Unity of Command   b)Chain of Command   c)standardization   d)Unity of Responsibility

10- When environment uncertainty is high, plans should be ....
a) flexible   b)specific   c)realistic   d)a & b

11- Width of the span of control is affected by manager's...............
a) skills   b)style   c)power   d)a & b

12- .... means increasing the decision-making authority (power) of employees.
a) Empowerment   b)Decentralization   c)Centralization   d) None of them

13- Mechanistic organization design is characterize by........................
a) Centralization   b)Wide spans of control   c)Low formalization   d) a & b & c

14- the ....is a manufacturing organization that uses outside suppliers to provide product components for its final assembly operations.
a) Virtual Organization   b)Network Organization   c)Modular Organization   d)None of them

Page 1 of 4

Kafrelsheikh University
Faculty Of Commerce
First term exam 2019/2020

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15- HR planning is the process by which managers ensure that they have the right.............
a) skills   b)people   c)needs   d)expertise

16- Recruitment is the process of locating, identifying, and attracting capable applicants to an organization.
a) training   b) attracting   c) a & b   d) maintaining

17- .... is the education that introduces a new employee to his or her job and the organization.
a) screening   b)training   c)orientation   d)selection

18- There are .... types of employees' training
a) 2   b) 3   c) 4   d)5

19- To increase employee job satisfaction and reduce turnover, manager should consider ....
a) realistic job preview   b)validity and reliability   c)selection tools   d) a& b& c

20- .... is the third stage of group development
a) performing   b)adjourning   c)storming   d)norming

21- Role .... refers to experiencing differing role expectations
a) ambiguity   b)complexity   c)conflict   d)burden

22- Small groups complete tasks.................than large groups
a) better   b)faster   c) easier   d) a& b& c

23- Social Loafing is the tendency for individuals to expend .... effort when working collectively than when working individually.
a) more   b)same   c)less   d)better

24- Less cohesive groups are .... effective and productive than highly cohesive groups when their goals are aligned with organizational goals.
a) more   b)same   c)less   d)better

25-research has shown that ....conflicts are almost always dysfunctional
a) functional   b)relationship   c)task   d)process

26- There are .... techniques to Manage Conflict
a) 2   b)3   c)4   d)5

27- There are .... types of change
a) 2   b)3   c)4   d)5

28- Cultural change is much easier in...............organizations
a) young   b)strong   c)large   d)rigid

29- Stress represents the adverse reaction people have to excessive pressure placed on them from....
a) extraordinary demands   b)constraints   c)opportunities   d)a& b& c

30- .... Is one of the individual behaviours that OB focus on
a) Attitude   b)Leadership   c)Learning   d)Conflict

Kafrelsheikh University
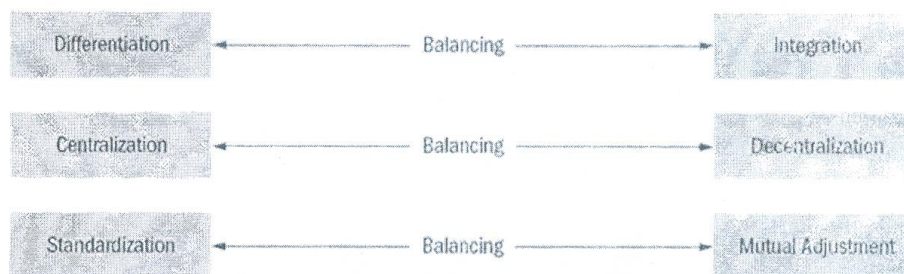
Faculty of Commerce

ORGANIZATIONAL THEORY

FULL SEMESTER (January, 2020): Total marks (85 marks)

(Year Four/ English Section)   *(Duration: 2 hours)*

Briefly answer the following questions;

1-Outline the relationship among organizational functioning, structure, culture, design, and change.

2- Discuss the main factors that can affect the shape of the project hierarchy (factors for controlling vertical differentiation).

3- How we can balance between the following challenges?

Differentiation	← Balancing →	Integration
Centralization	← Balancing →	Decentralization
Standardization	← Balancing →	Mutual Adjustment

4- Discuss the main techniques of revolutionary and evolutionary change.

5- What is the difference between efficiency and effectiveness and how we can measure them?

Best wishes,

Dr. Sameh Matar

Kafrelsheikh University
Faculty of Commerce
English Section Program
Quality Management - Year 4

Final Exam 2019-2020
Duration2 Hours
85 Marks
Dr. Ahmed Elsetouhi

One Page with Two parts

Part (A)

Discuss the following points

1- List and explain the key elements of total quality
2- Deming's Fourteen Points and Seven Deadly Sins
3- Why do some quality initiatives fail?
4- Summarize the most common errors made when starting quality initiatives.
5- How the cost of poor quality can affect competitiveness.
6- What role do trust and values play in a total quality setting?
7- Compare between traditional culture and quality culture

Part (B)

1- **Employee empowerment is:**
   A. Employee involvement in decision making.
   B. Power of the employee to make suggestions that will be reviewed by management
   C. Employee input that is heard, seriously considered, and followed up on whether it is accepted or not.
   D. Power of the employee to make a decision without management involvement.

2- **The primary inhibitor of empowerment is:**
   A. The Wohcao Syndrome   B. Human nature's resistance to change.
   C. Resistance from employees and unions.   D. Resistance from management.

3- **The word that best describes management's role in employee empowerment is:**
   A. Facilitation   B. Leadership   C. Commitment   D. All of the above

4- **A workforce that is ready for empowerment:**
   A. Is accustomed to critical thinking   B. Understands the decision making process
   C. Knows where it fits into the big picture   D. All of the above

5- **Which of the following is an element of management's role in empowerment?**
   A. Commitment   B. Establishing quality circles
   C. Establishing customer feedback mechanisms   D. Being impatient to earn employee buy-in

6- A quality circle is a group of employees that meets regularly for the purpose of identifying, recommending, and making workplace improvement.   A. True   B. False

7- Employee enlistment means not simply empowering employees to participate in the decision-making process but expecting them to do so.   A. True   B. False

8- Without empowerment, involvement is just another management tool that doesn't work.
          A. True   B. False

Best Wishes .