

العام الجامعي 1435/1434 هـ

الفصل الدراسي الأول

رقم الشهادة :

قسم إدارة الأعمال

مدة الاختبار: ساعة



المملكة العربية السعودية

وزارة التعليم العالي

جامعة النجماة

كلية العلوم والدراسات الإنسانية برماح

الاختبار الشهري لمقرر قراءات ادارية بلغة انجليزية

اسم الطالب: الرقم الجامعي: توقيع الطالب:

Question number	First	Second	Third	Fourth	Total
Max degree	4	4	4	3	15
Actual degree					

First Question

Marketing means the movement of goods and services from manufacturer to customer in order to satisfy the customer and achieve the company's objectives. Marketing can be divided into four main elements that are popularly known as the four P's: (Product, Price, Placement, and Promotion). Each one plays a vital role in the success or failure of the marketing operation. The third element of the marketing process - placement- involves getting the product to the customer. This takes place through the channels of distribution. A common channel of distribution is: Manufacturer ___ wholesaler ___ retailer ___ customer

1- What is the four main elements of marketing?

.....
.....

2- Circle the letter of answer that best complete of the sentences below:

1- Placement refers to:

a- the four P's

b- testing of product to insure quality

c- the good or service that the company wants to sell

d- getting the product to the consumer

- 2- generally sell large quantities of a product to retailers, and retailers usually sell smaller quantities to customers
- a- Manufacturer
 - b- Wholesaler
 - c- Retailer
 - d- Customer

Fill the blanks below with the most appropriate terms from the list.

insure retailer prices channels of distribution

The most common Is: Manufacturer → wholesaler
 . → → customer.

Second Question

There are now five broad fields, or areas, of business that offer exciting careers: (Management, Marketing, Accounting, Finance, Computers and data processing). Within each of these fields are specific jobs in which you can specialize. For example, Within the field of marketing in market research, advertising, buying, selling, or distribution. The figure below shows general career opportunities that are available in the various[s fields of business.

Business fields and careers				
MANAGEMENT -general manager -personal manager -Product manager	MARKETING - researcher - adviser - buyer - seller - distributor	ACCOUNTING -bookkeeper -private accountant -public accountant -government accountant	FINANCE -banker -financial analysis -stockbroker	COMPUTERS AND DATA PROCESSING -computer operator -computer programmer -systems analyst

1- What are five different fields of business?

.....

2- What are some specializations within the field of finance ?

.....
.....

b- Circle the letter of answer that best complete of the sentences below.

1- A person working in computers and data processing may specialize in:

- a- Computer operating
- b- Computer programming
- c- Systems analyzing
- d- All of the above

2- A bookkeeper is specialist within the field of:

- a- Accounting
- b- Marketing
- c- Finance
- d- Data processing

3- An adviser is specialist within the field of:

- a- Accounting
- b- Marketing
- c- Finance
- d- Data processing

4- A stockbroker is specialist within the field of:

- a- Accounting
- b- Marketing
- c- Finance
- d- Data processing

5- A systems analyst is specialist within the field of:

- a- Accounting
- b- Marketing

- c- Finance
- d- Data processing

6- A computer operator is specialist within the field of:

- a- Management
- b- Marketing
- c- Finance
- d- Data processing

7- A Product manager is specialist within the field of:

- a- Accounting
- b- Marketing
- c- Finance
- d- Management

e- In each of the examples below, three of items are members of the same class and one is not. Cross out the one that is not a member. Then write the name of the class to which the three belong.

class

- 1- -buyer/banker/seller/distributer
- 2- banker/financial analyst/stockbroker/accountant
- 3- computers and data processing/finance/marketing/general manager
- 4- computer operator/computer programmer/data processing/systems analyst
- 5- general manager/management/production manager/personnel manager
- 6- advertising/management/marketing/accounting
- 7- private accountant/banker/government accountant/bookkeeper

Third Question

Business is a word that is commonly used in many different languages. But exactly what does it mean? The concepts and activities of business have increased in modern items. Traditionally, business simply meant exchange or trade for things people wanted or needed. Today it has a more technical definition. One definition of business is the production, distribution, and sale of goods and services for a profit.

1- What is the one modern definition of business?

.....
.....

2-

3- Complete the missing words in the following passage:

Business is a combination of all these activities:,
....., However, there is one other
important factor. This factor is the creation of or
Profit is the money that remains after all the expenses are paid. Creating
an economic surplus or profit is, therefore, a primary goal of business
activity.

4-

Fourth Question

With my best wishes

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