

بسم الله الرحمن الرحيم

جامعة بغداد

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كلية الادارة والاقتصاد

قسم ادارة الاعمال/الدراسات العليا

أسئلة مادة ادارة التسويق للمتقدمين للقبول في دراسة الدكتوراة للعام الدراسي 2012/2011

**Q: Read the following statements and then choose the most relevant choice for each of them:**

1-..... More consumers would like to buy the product than can be satisfied.

A-Negative demand

B- Declining demand

C-Overfull demand

D-Latent demand

2-....., a set of benefits that they offer to customers to satisfy their needs.

A-Value and satisfaction

B-Value chine

C-Consumer value

D-Value proposition

3-..... consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers.

A-Marketing information system

B-Market segmentation

C-Marketing intelligence

D-Market survey

4-.....is the difference between the prospective customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives.

A-Customer-Perceived value

B-Total customer benefit

C-Customer value analysis time

D-Monitor customer values over time

5-..... is a person's feeling of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to their expectations.

A-Loyalty

B-Value

## اسئلة محور الادارة الاستراتيجية

اولا- ضع علامة ( X ) أو علامة ( ✓ ) امام كل عبارة من العبارات الآتية:

- 1- تتطلب استراتيجية التصفية مدير ذو خلفية قانونية ومالية. ( )
- 2- تتطلب استراتيجية النمو مدير ذو توجه يركز على التسويق والخبرات الدولية ( )
- 3- عند توسع المنظمة جغرافيا ( اقليميا او دوليا ) يفضل اللجوء الى استقطاب عناصر من الداخل ( ) .
- 4- الحوكمة تعني مجموعة العلاقات بين ادارة الشركة ومجلس ادارتها والمساهمين فيها واصحاب المصالح الآخرين. ( )
- 5- تعد الاجراءات احدى خطوات مرحلة صياغة الاستراتيجية . ( )
- 6- القرار الاستراتيجي لا يختلف عن الانواع الاخرى من القرارات . ( )
- 7 - يعتقد البعض ان تبني دورا " اجتماعيا " أكبر لمنظمات الاعمال يؤدي الى خرق قاعدة تعظيم الارباح. ( )

## ثانيا - املا الفراغات الآتية:

- 1- دور مجلس الادارة في الادارة الاستراتيجية هو..... ، .....
- 2- مرت الادارة الاستراتيجية باربعة مراحل هي..... ، .....
- 3- حدد (كارول) مسؤوليات اربع لمنظمة الاعمال هي.....،.....،.....،.....
- 4- هناك ثلاثة مداخل للسلوك الاخلاقي لمنظمات الاعمال هي..... ، .....
- 5- الاستراتيجيات العامة للمنظمة هي..... ، .....
- 6- اشغال المناصب الادارية في الفروع الاجنبية يتم وفق ثلاثة اتجاهات هي..... ، .....
- 7 - لادارة الجودة الشاملة أربعة اهداف هي..... ، .....
- 8 - التوسع الافقي يعني توسع في..... ، .....

امتحان تأسسي  
دكتوراه ادارة اعمال

محور ادارة الانتاج والعمليات

يرجى وضع دائرة على الاجابة الصحيحة للأسئلة الآتية:

1. A comprehensive and flexible system for achieving, sustaining, and minimizing defects and variability in processes is:
  - a. quality loss function
  - b. quality engineering
  - c. six sigma
  - d. Deming circle
2. The indicator that measures the potential for a process to generate defective outputs relative to either upper or lower specifications is:
  - a. process capability index
  - b. process capability ratio
  - c. process distribution
  - d. process potential
3. Common causes of variations refer to the purely random unidentifiable sources of variations that are unavoidable with current process.
  - a. True.
  - b. False.
4. Passive contact means that the customer is involved in the process, while active contact means that the customer is not involved in the process.
  - a. True.
  - b. False.
5. Which one of the following is not a major process decision:
  - a. resource flexibility
  - b. capital intensity
  - c. process structure
  - d. process capability
6. Process complexity refers to number and intricacy of the steps required to perform the process.
  - a. True.
  - b. False.

7. The tool used to control the flow of production through a factory is known as:
- 5 s
  - Six sigma
  - Kanban
  - Can bin
8. Which one of the following is not a major internal disruption of supply chains:
- information errors
  - engineering changes
  - late deliveries
  - internal shortages.
9. The customer relationship process addresses the interface between the firm and its customers upstream in the supply chain.
- True.
  - False.
10. Satisfying the unique needs of each customer by changing service or product designs is referred to as:
- volume flexibility
  - time based competition
  - variety
  - customization

أسئلة الاختبار التنافسي للمتقدمين على دراسة الدكتوراه بإدارة الأعمال  
للعام الدراسي (2010-2011)  
لمادة نظرية المنظمة (20) درجة

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Answer the following questions by put (✓) or (X) .

1. Effectiveness refers to the amount of resources used to achieve the organization's goals .
2. Specialization refers to the hierarchical level that has authority to make a decision .
3. Contingency means that one problem with the classical perspective , is that it failed to consider the social context and human needs .
4. The science of chaos theory suggests that everyone is engaged in identifying and solving problems , enabling the organization to continuously , improve , and increase its capability .
5. Centralized decision making means decision – making authority is pushed down to lower organization levels .
6. Vertical linkage refers to communication and coordination horizontally across organizational departments .
7. The hybrid structure can be used when both technical expertise and product innovation and change are important for meeting organizational goals .
8. A vision statement is a desired state of affairs that the organization Attempts to reach.
9. The organizations reason for existence is often called the Organizational goal .
10. Competitive advantage means that all the organizations energies and Resources are directed to word a focused , unifying , and compelling overall goal .
11. A strategy is a plan for interacting with the competitive environment to achieve organizational goals .
12. In a differentiation strategy , organizations attempt to distinguish their products or services from others in the industry .
13. The low-cost leadership strategy tries to increase market share by keeping costs low compared to competitors .

14. An organizational ecosystem is a system formed by the interaction of a community of organizations and their environment.
15. The collaborative – network perspective is an emerging alternative to resource – dependence theory .
16. The institutional perspective describes how organizations survive and Succeed through congruence between an organization and the expectations from its environment .
17. Building a global presence expands an organization's scale of operations , enabling it to realize economies of scale .
18. Four stages of international Evolution are strategic orientation , stage of Development , structure and market potential .
19. Scientific management by F.W. Taylor emphasizes scientifically determined jobs and management practices as the way to improve efficiency and labor productivity .
20. Organizational behavior is the micro approach to organizations because it focuses on the individuals with in organizations as the relevant units of analysis .

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أسئلة الامتحان التنافسي - إدارة الموارد البشرية HRM  
دكتوراه إدارة أعمال - للعام الدراسي 2011-2012

Q: Read the following statements and then choose the most relevant choice for each of them:

1. The human resource manager carries out three functions one of them is:

- a. Leading Function
- b. A coordinative Function.
- c. Financial Function.
- d. Development Function.

2. Job analysis collect and examine information about job to prepare:

- a. job support.
- b. job empowerment.
- c. job description
- d. job classification.

3. Enriching work involved providing employees with more challenge and :

- a. supports
- b. responsibility.
- c. duties.
- d. strong.

4. New training programs aimed at assuring that employees clearly understood the company's:

- a. new skills.
- b. new relations.
- c. new vision.
- d. new friendship.

5. Employment planning is the process of deciding what:

- a. positions the firm will have to fill.
- b. to make an offer to by having supervisor.
- c. candidates complete application forms.
- d. sorts of skills and competences will we need.

6. With the critical incident method .the supervisor keeps a log of positive and negative of a subordinate's:



- a. work-related behavior.
- b. work-related quality.
- c. . work-related effectiveness.
- .d. work-related efficiency.

7. Electronic performance monitoring (EPM) systems use computers network technology to allow manager access to their employee's:

- a. sites.
- b. homes .
- c .computers.
- d. computers and telephones.

8. Internet recruiting has two big potential problems first fewer older people uses the internet and the second is:

- a. internet overload.
- b. internet high cost
- c. internet unavailable.
- d. internet needs new skills

9..Distributive justice refers to the fairness and:

- a. justice of the opinion.
- b. justice of the decision.
- c. justice of the process.
- d. justice of the relations.

10..Making ethical decisions always involve two things. First.it always involves normative judgment .

- A .second always involve questions of security .
- b. .second always involve questions of healthy.
- c. second always involve questions of morality
- d. second always involve questions of reality.



اسئلة امتحانه المتقدمين للدرجات العليا  
دكتوراه اداره اعمال للعام الدراسي ٢٠١٠/٢٠١١

اجتر الاجابه الصحيحه من بين الاجابات التاليه

١- تمثل الوظائف الرئيسيه للاداره العمليه بالاتي

(٢) تحويل ربح استثمار (٣) توزيع مفرد ارباح ربحي (٤) + ٥ + ٦  
شؤون اثاره امتلكه من قبله بقرار الترخيم اعديه في المنطقه  
الافرى كسرا

(٢) Firm (٣) Enterprise (٤) rganization  
Factor (٥)

١- تمثل ربح اعمال العامل في منظمه الاعمال - تمثل

(٢) الفرق بين صافي الربح و اجمالي الربح (٣) الفرق بين صافي الربح  
و المبيعات (٤) الفرق بين المجموعات المتبادله و المعلومات على

(٥) الفرق بين المجموعات المتبادله و المجموعات الثابته  
٢- انه التحويل قصير الاجل الذي تمنح كوجهه المستثمر  
زمنيه للسداد

(٢) القوف بخصانه (٣) القروض دونه خصانه (٤) الائتمان التجري  
(٥) الادراة العمليه

٣- اي النسبه التاليه تعتبر نسبه مبادليه لصياحه  
التبادل

(٢) ١ : ١ (٣) ١ : ٢ (٤) ١ : ٤ (٥) ١ : ٥

٤- انه حاصل قسمة عدد ايام على معدل دوران الترخيم  
بسيما

(٢) معدل دوران الترخيم (٣) متوسط فترة القسط ٥٠ حركه

تصنيف المخارز الكليه لمشاريع الاعمال بالاتي

- (٢) مخارز نظاميه (ن) مخارز لانظاميه (هـ) مخارز نظاميه (د)
- (٥) مخارز تشغيليه

٨- تحليل الربح الاماكي في مشاريع الاعمال بالاتي

- (٢) تحويل محمل (ن) تحويل محقق (هـ) تحويل محمل وقتي
- (٥) تحويل محمل وقتي وصعوم ارباح

٩- واحد من بين الاتي لا تحتل عوامل مؤثره في حيكلا  
راس المال

- (٢) مخارز تشغيليه (ن) نوعيه الموجودات (هـ) حجم الممتلكات
- (٥) صعوم الارباع

١٠- واحد من بين الاتي ليس من العوامل المؤثره  
الوضويات الهرييه .

- (٢) حجم الاقتراض (ن) التردد التقديرات (هـ) اقله (د) اقله
- الهرييه (٥) حجم الممتلكات