

University of Larbi Ben M'hidi, Oum El Bouaghi

Academic year: 2021-2022

Level: first-year Bachelor's

Duration: 1:30 hrs.



**Ordinary Exam in Introduction to Business Management**

**Question 1:** Answer true or false

- One of the criticisms directed at the behavioral school is the exploitation of the worker and considering him as a machine.

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- The principle of unity of command is the hierarchy of responsibilities and powers from the highest hierarchy in the organization to the lowest administrative level.

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- The strategic objectives of senior management are short-term objectives for a period longer than 3 years.

.....

- Frederick Taylor concluded that there are six core activities performed in any economic zone.

.....

- From the stages of the planning process: identifying alternatives; where future goals are set.

.....

**Question 2:** Determine the difference between public administration and business administration through the following table:

Criterion	public administration	business administration
Working conditions		

<b>Target</b>		
<b>Responsibility</b>		
<b>The degree of maturity in decision-making</b>		
<b>Scope of Application</b>		

**Question 3:** Identify the administrative term (or concept) that fits each of the following statements (without explanation):

- ..... : The manager divided the finance function into two basic tasks: an accountant, an auditor, and then assigned the two tasks to Ali and Muhammad, respectively, noting that the latter two studied, in order, accounting and finance, auditing and auditing.
- This school is.....: based on linking the institution with both the internal and external environment. Management functions are not only related to internal variables, but are considered part of a larger environment, and are affected by external variables in making all its decisions.
- Planning.....:, organizing, controlling and leading input-output processes in business organizations.
- .....: A set of marketing tools that the organization needs to achieve marketing objectives in the target market.
- This type .....: works to face future conditions by determining ways to provide the necessary funds to face the circumstances, and how to disburse these funds.

**Good Luck**