

Course No: MGNE 4327
 Course Title: Feasibility Study
 Date: 25 / 10 /2018
 No. of Questions:
 Time: 1 hours

University of Palestine

 First Midterm Exam
 2018-2019
 Total Grade:15

Instructor Name _____
 Student No.: _____
 Student Name: _____
 College Name: _____

Please, answer all the following questions:

***Identify whether the following statements are true or false:**

1. Penetration is the rate at which market share is secured
2. One of the business failure causes is the inadequate planning
3. At marketing analysis we just study external environment to satisfy customer
4. Distribution structure focus in attracting potential consumer to buy.
5. Feasibility study is a planning tool for transforming an idea to reality.

Q. NO:	1	2	3	4	5
ANSWER:					

***Select the appropriate choice for the following statements:**

1. Which of the following effect on market demand			
A) income	B) population level	C) culture and demographics	D) all true
2. All of the following help in finding new project's idea, <u>expect</u> :			
A) R&D Departments	B) SWOT analysis	C) Entrepreneurs	D) Demand
3. "An organized unit dedicated to the attainment of goal" , this means:			
A) Marketing	B) Feasibility study	C) Project	D) Technology
4. Which of the following aim to answer the question; "should we proceed with this business idea?"			
A) feasibility study	B) business plan	C) marketing analysis	D) technical analysis
5. Estimate goods and services to be provided by project			
A) demand	B) supply	C) Equilibrium market	D) all true

Q. NO:	1	2	3	4	5
ANSWER:					

1. Define feasibility study and identify its characteristics?
2. Describe the Product Life Cycle "PLC" and draw it?
3. Explain the differences between market share and marketing concept.
4. Mention the variables of external market relations?