

Course No:
 Course Title: Feasibility Study
 Date: 11/2018
 No. of Questions: (4)
 Time: 1hours
 Using Calculator (No)

University of Palestine

 2nd Midterm Exam
 2018/2019

Instructor Name:
 Student No.: _____
 Student Name: _____
 College Name: Management & Business
 Dep. / Specialist: _____
 Using Dictionary (No)

Please, answer all the following questions:

Question one: True/False (2.5 marks)

1. Collected Data from primary sources is very reliable and cheap.
2. If the plant is to be decommissioned, there is no need for a plan.
3. Technical study should contains all technological alternatives and trends.
4. Buyers has the right to use the equipment and replicate it .
5. Materials are one of the major cost elements of production.

Q. NO:	1	2	3	4	5
ANSWER:					

Question Two: Multiple Choice (2.5 marks)

1. We can know there is market demand for project's product by:			
A) Technical analysis	B) Market research	C) Market segments	D) Economic trends
2. Researchers collect data from different Sources like:			
A) Primary sources	B)Secondary sources	C) Tertiary information	D) All true
3. Test marketing has greater relevance for:			
A) new products	B) Existing products	C) A+B	D) Tabulation
4. Selecting machinery and equipment is major responsibilities of:			
A) Engineers	B)Management	C) Researchers	D) All true
5. Technical analysis should be sufficiently extensive to provide:			
A)Reliable information	B)Costs estimation	C) A+B	D) No one true

Q. NO:	1	2	3	4	5
ANSWER:					

Question Three: Answer All Questions

1. Complete with the appropriate Managerial concept: (2 marks)

- (.....) consist of operations that convert production factors into intermediate or final products.
- (.....) consist of information that has been gathered by others and might be relevant to the problem.
- (.....) a mechanism for collecting data which examine consumer reaction to one or more treatments that are compared with reactions of a control group that doesn't receive the treatments.
- (.....) instrument involves converting the needed information into concise, well-conceived and logical questions.

2. Compare between survey and test marketing according to the table below (give just a one point for each): (2 marks)

	Merit	Demerit
Survey	1-.....	1-.....
Test Marketing	1-.....	1-.....

Question Four: Answer All Questions

1. Mention to the survey process. (2 marks)

2. Explain the consequences of inadequate technical analysis. (3 marks)

**3. *"When you are working in your project's at technical study, it is necessary to have some ideas about your plant design....."*,
Mention two ideas you should take it in account. (1 mark)**