

Course No: : MANE 1210 Course Title: Business Terms Date: 21/04/2018 No. of Questions: (5) Time: 1 hour Using Calculator (No)	University of Palestine  Mid T. Exam (II) 2nd Semester 2017/2018 Total Grade: (30)	Instructor Name: Student No.: ----- Student Name: College Name:----- Dep. / Specialist:----- Using Dictionary: (No)
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Q 1: Choose the correct answer to each of the following sentences: (10 marks)

1. All the materials used to protect and present a product before it is sold:
 - a. Packaging
 - b. Features
 - c. Physical delivery
 - d. Shopping cart
2. Consumer goods that sell quickly such as food are:
 - a. COGS
 - b. FMCG
 - c. B2B
 - d. ISP
3. A series of advertisements for a particular company or product is:
 - a. Brand image
 - b. Brand identity
 - c. Advertising campaign
 - d. Advertising agency
4. A period when a shop is charging less than usual
 - a. Turnover
 - b. Expenses
 - c. Mark-up
 - d. A sale
5. Underpaying workers or making them work long hours is:
 - a. Ethical investment
 - b. Sweatshop labor
 - c. Nervous breakdown
 - d. Personal organizer
6. A period when a machine or computer cannot be used is:
 - a. Make up time
 - b. Timetable
 - c. Downtime
 - d. timeframe
7. Buying one product, and get recommended to buy another product that may go with it:
 - a. Cross-promotion
 - b. Loyalty cards
 - c. Free gift
 - d. Competitions
8. The fact that everything marketers do is designed to meet the needs of the market:
 - a. Marketing concept
 - b. Market orientation
 - c. Product portfolio
 - d. Product range
9. Costs that do not change when production goes up or down:
 - a. Direct costs
 - b. Indirect costs
 - c. Variable costs
 - d. Fixed costs
10. By spending more money than you have in your bank account, you become
 - a. In the black
 - b. In the red
 - c. Stressed out
 - d. Burned out

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Q 2: Choose (T) for true statements and (F) for wrong ones: (5 marks)

No.	Information	T / F
1	Selling to the public on the internet is business-to-consumer.	T / F
2	Overhead costs are directly related to production.	T / F
3	E-procurement is the organization that provides you with internet access.	T / F
4	Affirmative action program aims to avoid racial discrimination.	T / F
5	Gross margin = total costs – direct production cost.	T / F

Q 3: Correct the following sentences: (5 marks)

1. Discount is a small amount of the product to try or taste.
.....
2. Product line is paying for a product to be seen in films or TV programs.
.....
3. Marketing describes what a business sells and the money it receives for it.
.....
4. Banking charges is a loan to buy a house.
.....
5. Some projects include penalties for completion early or on time.
.....

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Q 4: What is the appropriate term for the following? (5 marks)

1. A name that a company gives to its products so they can easily recognized. (.....)
2. Choosing to live and work in a less stressful way. (.....)
3. Moral beliefs about what is right and wrong. (.....)
4. All activities supporting the sale of a product. (.....)
5. Consumer goods that last a long time, such as cars and washing machines. (.....)

Q 5: Complete the following sentences: (5 marks)

1. Ali opened an account at the Bank of Palestine. He has a account for writing cheques, and a account for keeping money longer terms.
2. If work is completed before the planned time, it is schedule. But If work is completed later the planned time, it is schedule.
3. When the stages of a project happen at the same time, they run in While, these stages if the second one starts before the first finishes.
4. The four Ps are a useful summary of the marketing mix, the four Ps are:
 1.
 2.
 3.
 4.

Good Luck