

Course No: BSNE 1210
 Course Title: Business Terminology
 Date:14/03/2019
 No. of Questions: (17)
 Using Calculator (No)

University of Palestine



First Midterm Exam
 Second semester 2018/2019

Student No.: _____
 Student Name: _____
 Dep. / Specialist: _____
 Using Dictionary (No)

Dear Student:
 1-Please fill in all the required information about you on the question paper
 2-Please answer all question in this paper

**Part-1 Indicate whether the sentence or statement is true or false
 Please insert (T for true and F for false) inside the box below (5 marks)**

Question	1	2	3	4	5	6	7	8	9	10
Answer										

- 1- Utility is the relative comparison of a product's benefits versus its costs.
- 2- Viral marketing is considered a bad marketing choice.
- 3- Countries Trade surplus is always a good thing.
- 4- Outsourcing some of the company's operations can enhance profitability.
- 5- Marketing manger is responsible for ensuring the company works on full capacity.
- 6- Total Quality Management (TQM) is concerned with ensuring the product is meeting specifications.
- 7- Supply chain is different than value chain.
- 8- Lean production system is built on keeping a high level of inventory.
- 9- A Gantt chart is a horizontal bar chart developed as a production control tool.
- 10- Workforce diversity is not recommended in big firms.

Part-2 Fill in the blank questions (5 marks)

Make-To-Order operations	Relationship marketing	Marketing mix	Make-To-stock operations	Quota	Foreign direct investment (DFI)
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1. Product, Price, Place, Promotion are the main components of the _____.
2. The strategy which designed to foster customer loyalty, interaction and long-term engagement is called _____.
3. An arrangement in which a firm buy or establishes tangible assists in another country is called _____.
4. The restriction on the number of products of a certain type that can be imported into a country is called _____.
5. The activities for one-of-a kind or custom-made productions is called _____.

Part-3 answer the following question:

1- What is Just – In – Time (JIT) in operation management? (2.5 marks)

2- A company wants to identify market segments which it can serve effectively, with appropriate example, explain the bases of consumer market segmentation that the company could utilize. (2.5 Marks)

End of questions