

Course No: BSNE 1210
 Course Title: Business Terminology
 Date: 18/04/2019
 No. of Questions: (17)
 Using Calculator (No)

University of Palestine

 Second Midterm Exam
 2019-2018

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- Having a strong labor union is always a good thing.
- 2- Bargain retailer sell expensive products.
- 3- Intermediary are individual or firm that helps to distribute a product.
- 4- Paying rent for a company office is a fixed cost.
- 5- Odd-even pricing is a psychological pricing tactic.
- 6- Companies can promote goodwill using public relations.
- 7- Discount price reduction offered as an incentive to purchase.
- 8- Penetration pricing is associated with promoting old products.
- 9- Gainsharing plan is developed by marketing manager.
- 10- Equal employment opportunity is considered a bad business practice.

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

Markup	Recruiting	Utility	Performance Appraisal	Positioning	Strike labor
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1. process of attraction qualified persons to apply for jobs an organization is seeking to fill _____.
2. action in which employees temporarily walk off the job and refuse to work _____.
3. process of establishing an identifiable product image in the minds of consumers _____.
4. amount added to an item's purchase cost to sell it at a profit _____.
5. evaluation of an employee's job performance in order to determine the degree to which the employee is performing effectively _____.

Part-3 answer the following question:

1- What is the difference between mediation and arbitration? (2.5 marks)

2- What is the four components of the promotional mix? (2.5 Marks)

1 _____

2 _____

3 _____

4 _____

End of questions