

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS  
II. CLASSES AT THE UNIVERSITY OF WISCONSIN--MADISON  
    J. Business 761: Real Estate Feasibility Research  
        2. Assorted Exams: 1969-71

June 3, 1969

Professor J. A. Craskop

- I. (20%) Suggest a model for four different types of land use so that each illustrates one application of William Gordon's four methods of creative thinking approaches to a problem.
- II. Write on two of the following questions, each will receive equal weight.
  1. Feasibility analysis of any specific project requires modeling of the decision making process and the operational characteristics of the land use in question at several levels of abstraction. What does this statement mean to you? Discuss. ("Nothing" is an unacceptable answer.)
  2. Diagram the economic logic for measuring the market for a high rent exclusive townhouse project in Des Moines, Iowa, suggesting which reduction factors could be arbitrary estimates and which, if any, you would want to determine by marketing research.
  3. Discuss different techniques of customer-spotting as suggested by the SMI Guide to Store Location Research.
  4. Discuss the application of Christopher Alexander's "context and form" approach to design as to its relevance to feasibility study construction.

Business 761 - Comprehensive Exam  
Real Estate Feasibility Analysis

June 1, 1971

Prof. J. A. Graaskamp

I. Write on one of the following two questions: (25%)

- A. Relate the concepts expressed in the Christopher Alexander book Notes on the Synthesis of Form to the methodology of feasibility analysis.

OR

- B. Relate the basic concepts of the J. J. Gordon book Synectics to a mental approach to feasibility analysis.

II. Write on one of the following two questions: (40%)

- A. Summarize the characteristics of "scores" as developed in RSVP Cycles as they are useful for real estate feasibility analysis.

OR

- B. Discuss and describe model building as a technique for synthesizing relationships and for explaining a method of analysis as it might be used in the decision process of real estate feasibility analysis.

III. Write on one of the following two questions: (35%)

- A. Apply Nelson's principles of store location to the decision to locate the office of a dental clinic by asking a specific series of questions which would lead to a definition of context within which site selection would be determined.

OR

- B. Prepare a specific set of questions that would shape the necessary inputs for a financial plan to build a fish freezing and packaging plant serving the fishing fleet in northern Lake Michigan.