**Electric Utilities Fundamentals and Future**

**WEEK 3**

Question 1 Electric utility industry leaders have increasingly expressed interested in becoming more customer centric.

1. True
2. False

Ans. A

Question 2 What benefits are associated with electric utilities that earn higher customer satisfaction?

1. Utilities with higher-than-average customer satisfaction earn better financial returns.
2. They gain greater license to operate.
3. Their employees earn higher salaries.
4. All the above

Ans. A, B

Question 3 What is the first thing experts recommend customers do when they want to use electricity in a way that protects the environment?

1. Seek ways to become more energy efficient.
2. Unplug their cell phones.
3. Install rooftop solar.

Ans. A

Question 4 What is most important for electric utilities consider when they develop plans for how much power they will need?

1. Base load only
2. Peak demand
3. Performance of substations

Ans. B

Question 5 When electric utilities offer incentives such as equipment rebates and energy efficient products to help their customers use less electricity, this is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. Demand-side management
2. Distribution
3. Rate cases
4. Distributed generation

Ans. A

Question 6 A lot of utilities will incent customers to install a device that can turn on and off their central air conditioner on high-demand electricity days. This is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. Circling
2. Coasting
3. Circuiting
4. Cycling

Ans. D

Question 7 A rule of thumb estimates that one megawatt can power \_\_\_\_\_\_\_\_\_\_\_ homes.

1. 10
2. 100
3. 1,000
4. 10,000

Ans. C

Question 8 Which of the following represents a major challenge associated with wind and solar distributed generation?

1. It is intermittent by nature.
2. There is price gouging.
3. There are no major challenges associated with it.

Ans. A

Question 9 Utility-scale energy storage is a technically feasible and affordable option for managing the intermittent nature of wind and solar.

1. True
2. False

Ans. B

Question 10 The evolution of electric utilities must...

1. Account for customers’ increasing demand for choices
2. Include power plants that are at least 10 times the size of those we see today.
3. Provide reliable service
4. Accommodate new technology

Ans. A, C, D

Question 11 Generally, customers are increasingly seeking more options and choice, ways to protect the environment and more control over energy use.

1. True
2. False

Ans. A

Question 12 The following are examples of ways customers could reduce the electricity used in their homes.

1. Low flow showerheads
2. Refrigerator recycling
3. Installing more traditional incandescent light bulbs
4. Use a programmable thermostat

Ans. A, B, D

Question 13 For business customers, electricity is an operational expense.

1. True
2. False

Ans. A

Question 14 Planning, implementing, and monitoring activities of electric utilities which are designed to encourage consumers to modify their level and pattern of electricity usage describes what concept?

1. Demand-side management
2. Distributed generation
3. Consumption

Ans. A

Question 15 Why do electric utilities help their customers use less electricity?

1. Avoid cost and time associated with building new power plants
2. Reduced environmental impact
3. Delay raising rates
4. Earn financial incentives
5. All the above

Ans. E