

# TEST EI FACSIMILE

1. The curve of economies of scale allow the firm:
  - a) Increasing unit marginal cost
  - b) Optimizing the efficiency of production
  - c) Maximizing firm's profit
  - d) Reducing total cost analysis
  
2. What is the main characteristic of a differentiation strategy?
  - a) The attention towards cost reduction
  - b) Investments in low-cost advertising
  - c) Increased business efficiency
  - d) Premium-price strategy
  
3. Taken into account the following data of a firm offering only one product: unit sales price 10; unit variable cost 8; fixed costs 1.000. How many units of the products the firm has to produce and to sell in order to reach the break-even point?
  - a) 500
  - b) 1.000
  - c) 2.000
  - d) 125
  
4. «It all depends! When you design the organizational structure, you have to consider the external forces affecting the strategy of the firm», states the
  - a) resource dependence theory
  - b) contingency theory
  - c) bureaucratic theory
  - d) taylorism
  
5. The EBIT margin is calculated as:
  - a) Earnings before, interest and taxes
  - b) Earnings before interest and total stocks
  - c) Earnings before income retained and taxes
  - d) Earnings before income retained and third costs