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