

Test 1

- 1) According to the international accounting standards, development costs
 - a) **Must be capitalized**
 - b) Must be expensed in the income statement in the year in which they are paid
 - c) Must be expensed in the income statement in the year in which they have occurred
 - d) Can be either capitalized or expensed in the income statement

- 2) According to the international accounting standards, the costs incurred to generate a brand internally
 - a) Can be capitalized only if there is an active market
 - b) **Must be expensed in the income statement**
 - c) Can be capitalized only if there is an active market or the fair value of the brand can be determined in a reliable way
 - d) Must be included in the “Other Comprehensive Income”

- 3) According to the international accounting standards, which of the following statements is correct?
 - a) Goodwill must be amortized over its useful life
 - b) **Revaluations of tangible assets are allowed**
 - c) Applied research can be capitalized
 - d) All brands acquired externally must be amortized over their useful life

- 4) What is the operating cash flow according to the following accounting information? Total Sales 2000; Increase in Receivables (from clients) 100; Amortization 500; Cost of Goods Sold 1000; Increase in Payables (to suppliers) 200; Increase in Financial long term debt 1000 (totally subscribed during the current fiscal year):
 - a) 2100
 - b) **1100**
 - c) 1600
 - d) 1500

- 5) Which of the following is an expense in the accounting books of a firm?
 - a) A reduction of loans
 - b) **An increase in doubtful debt**
 - c) A decrease in payables
 - d) A decrease of cash flow

- 6) The EBITDA margin is calculated as:
 - a) **Earnings before, interest, taxes, depreciation and amortization**
 - b) Earnings before interest, total stocks, depreciation and amortization
 - c) Earnings before interest, taxes, depreciation and allowances
 - d) Earnings before interest, taxes, dividends and amortization

- 7) The ROS – *Return on Sale* is calculated as:
- Net income/Shareholder equity
 - Operating profit margin/Total Sales
 - EBITDA/Total Sales
 - External profit margin/Total Sales
- 8) An allowance for warranty repairs of items sold should be accounted as:
- Increase in equity
 - Long term assets
 - Extraordinary costs
 - Operating costs
- 9) Firms' stakeholders are:
- The main investors of the firm
 - The most relevant individuals able to influence firm's results
 - Persons, groups or organizations that have interests or concerns in the firm
 - The holders of the most relevant stakes in the board of directors
- 10) Your company is operating within a dynamic environment, under constant changes. On equal terms (*ceteris paribus*):
- It's easier to reach economies of scale
 - It's more difficult to reach economies of scale
 - It's easier to reach economies of scope
 - The environmental dynamism has no impact
- 11) The way in which the network of personal relationships that develops over time in an organization affects the behavior of people is named
- informal organization
 - mutual adjustment
 - organizational culture
 - subculture orientation
- 12) The organizational role is
- the set of task-related activities required of a person by the external stakeholders
 - the set of task-related behaviours required of a person by his or her position in an organization
 - the set of task-related activities required of a group of people by the manager
 - the smallest part of an organization
- 13) You are the CEO of a company, in which the *centralized functions* “sell” their services to the internal divisions. Which kind of organizational form is adopting your company?
- network structure
 - matrix structure
 - multidivisional structure
 - functional structure

- 14) Your friend Bob continually question, probe, and consult with subordinates about problems or new issues they are facing. This is an example of
- mutual adjustment
 - direct supervision
 - liaison role
 - standardization of behaviors
- 15) Joint specialization is adopted in this case
- market division structure
 - functional structure
 - organic structure
 - product division structure
- 16) Which of the following sentences is more appropriate for a type of process similar to professional services:
- The customer receives a standard service and the contact time with staff is minimum.
 - The customer has a limited contact time with staff and he/she receives a customized service in a short time period.
 - The customer spends a considerable time with staff and he/she can choose among a range of products offered by the organization.
 - The customer spends a considerable time with staff and he/she receives a customized service.
- 17) If the number of workstations in a product layout decreases, the cycle time:
- Increases.
 - Decreases.
 - Remains the same.
 - It is not possible to tell how it will change.
- 18) In which of the following options, the different process types are ordered in terms of increasing volumes and decreasing variety?
- Project processes, batch processes, mass processes, jobbing processes, continuous processes
 - Batch processes, project processes, jobbing processes, mass processes, continuous processes
 - Project processes, jobbing processes, batch processes, mass processes, continuous processes
 - Jobbing processes, batch processes, mass processes, continuous processes, project processes
- 19) Cycle time is:
- The time elapsed between the exit of one unit of output and the next unit
 - The total time required to produce one unit of output.
 - The total number of people necessary to serve one process.
 - The total time required for one unit of product to pass through the manufacturing process

20) Which of the following is NOT one of the 4 components of the marketing mix?

- a) Price
- b) Place
- c) Plan
- d) Product

21) Which are the fundamental marketing research design types?

- a) Qualitative, quantitative, web-based
- b) Exploratory, descriptive, casual
- c) Exploratory, descriptive, causal
- d) Qualitative, quantitative, casual

22) Data sources that already exist and can be used in the context of a newly defined research problem are called:

- a) Primary
- b) Secondary
- c) Tertiary
- d) None of the above

23) Direct Marketing might be achieved through

- a) A direct and interactive communication with targeted customers
- b) A mass communication
- c) A price reduction
- d) None of the above

24) If a market has significant economies of scale, the threat of new entrants is

- a) Low
- b) High
- c) Stable
- d) Independent by this phenomenon

25) What is a share's "nominal value"?

- a) A fixed amount that represents the notional value of the share's worth.
- b) The maximum value that the share can be sold for.
- c) The current market value of the share.
- d) The maximum value that can be paid for a share.

26) Which is NOT a feature of common stock?

- a) Voting rights
- b) Priority over debt holders for liquidation rights
- c) Rights to dividends and other distributions
- d) Majority voting system

27) Which of the following sentences is true?

- a) Shares can be transferred only with the other shareholders written consent
- b) Shares can be transferred to everybody, unless otherwise provided by law or bylaws
- c) Subject to the articles, shares may not be transferred to anyone
- d) Shares can be transferred only with the board written consent

28) In order to maximise its profit, a price taking firm produces a quantity of output y where its marginal cost MC exceeds its average cost AC . If p is the output price, what is the firm's profit level?

- a) $p \cdot y - MC$
- b) $p \cdot y - AC$
- c) $(p - MC)y$
- d) $(p - AC) \cdot y$

29) In a monopoly, labour demand is given by

- a) Wages = marginal productivity of labour
- b) Wages < marginal product of labour
- c) Wages > marginal product of labour
- d) Price of capital = marginal product of labour

30) A monopolist's marginal cost is constant and equal to MC . The demand function the monopolist faces is $p = 10 - y$ where y is production and p is output price. To maximise its profit the monopolist sets:

- a) $p = MC$
- b) $MR = 10 - 2y = MC$, where MR is marginal revenue
- c) $MC =$ minimum average cost
- d) $p = MR$ where MR is for marginal revenue