

Test 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

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"

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

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

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

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

The ROS – *Return on Sale* is calculated as:

- a) Net income/Shareholder equity
- b) Operating profit margin/Total Sales
- c) EBITDA/Total Sales
- d) External profit margin/Total Sales

An allowance for warranty repairs of items sold should be accounted as:

- a) Increase in equity

- b) Long term assets
- c) Extraordinary costs
- d) Operating costs

Firms' stakeholders are:

- a) The main investors of the firm
- b) The most relevant individuals able to influence firm's results
- c) Persons, groups or organizations that have interests or concerns in the firm
- d) The holders of the most relevant stakes in the board of directors

Your company is operating within a dynamic environment, under constant changes. On equal terms (*ceteris paribus*):

- a) It's easier to reach economies of scale
- b) It's more difficult to reach economies of scale
- c) It's easier to reach economies of scope
- d) The environmental dynamism has no impact

The way in which the network of personal relationships that develops over time in an organization affects the behavior of people is named

- a) informal organization
- b) mutual adjustment
- c) organizational culture
- d) subculture orientation

The organizational role is

- a) the set of task-related activities required of a person by the external stakeholders
- b) the set of task-related behaviours required of a person by his or her position in an organization
- c) the set of task-related activities required of a group of people by the manager
- d) the smallest part of an organization

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?

- a) network structure
- b) matrix structure
- c) multidivisional structure
- d) functional structure

Your friend Bob continually question, probe, and consult with subordinates about problems or new issues they are facing. This is an example of

- a) mutual adjustment
- b) direct supervision
- c) liaison role
- d) standardization of behaviors

Joint specialization is adopted in this case

- a) market division structure
- b) functional structure
- c) organic structure
- d) product division structure

Which of the following sentences is more appropriate for a type of process similar to professional services:

- a) The customer receives a standard service and the contact time with staff is minimum.
- b) The customer has a limited contact time with staff and he/she receives a customized service in a short time period.
- c) The customer spends a considerable time with staff and he/she can choose among a range of products offered by the organization.
- d) The customer spends a considerable time with staff and he/she receives a customized service.

If the number of workstations in a product layout decreases, the cycle time:

- a) Increases.
- b) Decreases.
- c) Remains the same.
- d) It is not possible to tell how it will change.

In which of the following options, the different process types are ordered in terms of increasing volumes and decreasing variety?

- a) Project processes, batch processes, mass processes, jobbing processes, continuous processes
- b) Batch processes, project processes, jobbing processes, mass processes, continuous processes
- c) Project processes, jobbing processes, batch processes, mass processes, continuous processes
- d) Jobbing processes, batch processes, mass processes, continuous processes, project processes

Cycle time is:

- a) The time elapsed between the exit of one unit of output and the next unit
- b) The total time required to produce one unit of output.
- c) The total number of people necessary to serve one process.
- d) The total time required for one unit of product to pass through the manufacturing process

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

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

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

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

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

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

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.

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

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

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) $(p - AC) \cdot y$

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

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

The shares of a firm trade on the stock market at a total of \$1.2 million, and its debt trades at \$600 million. What is the enterprise value of the firm?

- a) 1.200 million
- b) 1.800 million
- c) 600 million
- d) 2.400 million

The partial derivative of the function $f(x,y,z)=x^3y^4z^2$ with respect to the variable z is

- a) $3y^2$
- b) $3x^2y^4z$
- c) $2x^3y^4z$
- d) 1

The domain of the function $f(x)=\ln(x^2)$ is

- a) $(-\infty, +\infty)$
- b) $(-\infty, 0) \cup (0, +\infty)$
- c) $(0, +\infty)$
- d) $(-\infty, 0)$

The mean of a variable X is:

- a) An index of variability of X
- b) The frequency of the category in the middle of the distribution of X
- c) The category that divides in two equal part the ordered distribution of X
- d) The sum of the all the values of X divided by the number of observations

Given a sample of $N=25$ observations, we estimate the mean obtaining a value of 1.5. The second order sample moment is 4.2. You want to test the null hypothesis that the sample mean is zero.

Given the available information

- Cannot compute the test statistics
- The test statistic is about 5 and leads to a clear rejection of the null hypothesis
- The test statistic is larger than 30 and leads to a clear rejection of the null hypothesis
- The test statistic suggest that the mean is zero