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ВЕРНА



АНО ООДПО «Московский институт Международного бизнеса  
«ТУРО»



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2019 г.

КОНТРОЛЬНО-ИЗМЕРИТЕЛЬНЫЕ МАТЕРИАЛЫ

ДЛЯ ВНУТРЕННЕЙ ОЦЕНКИ КАЧЕСТВА ОБРАЗОВАНИЯ

МОСКВА 2019

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ВЕРНА

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Оценка качества образования проводится в рамках промежуточной аттестации и итоговой аттестации слушателей. Промежуточная аттестация осуществляется для контроля освоения слушателями программы ДПО в ходе обучения. Целями проведения промежуточной аттестации являются:

- объективное установление фактического уровня освоения образовательной программы и достижения результатов освоения образовательной программы;

- оценка достижений конкретного слушателя, позволяющая выявить пробелы в освоении им образовательной программы и учитывать индивидуальные потребности учащегося в осуществлении образовательной деятельности;

- оценка динамики индивидуальных образовательных достижений, продвижения в достижении планируемых результатов освоения образовательной программы.

Оценка качества усвоения материала по программам проводится в тестовом режиме с учетом контингента слушателей, содержания учебного материала и используемых образовательных технологий.

Порядок проведения промежуточной аттестации.

Промежуточная аттестация является завершающей формой контроля освоения части программы ДПО (раздела, курса, дисциплины, модуля).

Промежуточная аттестация может проводиться как на отдельных занятиях, так и в результате использования накопительной системы оценивания по результатам текущего контроля освоения программы ДПО.

Периодичность проведения промежуточной аттестации определяется программой.

Внутренний мониторинг качества образования предусматривает тестирование слушателей программ переподготовки «Работа с операционными системами и программирование ИТ», «МВА».

Тестирование может проводиться как на русском, так и на английском языках.

1 В каком году компания "IBM" представила свой IBM Personal Computer?

- 1961 год
- 1971 год
- 1981 год
- 1991 год
- 1960 год

2  - это стандартное клавишное устройство ввода, предназначенное для ввода алфавитно-цифровых данных и команд управления.

3  - манипулятор ввода информации в компьютер.

4 Найди лишнее в архитектуре компьютера

- Клавиатура
- Принтер
- Стол
- Мышь
- Тактовый процессор
- Аккустические колонки

5 Устройством для передачи и приёма информации является ...

- модем
- принтер
- сканер
- плоттер
- ксерокс

6 **Плёночная, прозрачная конструкция, размещаемая на поверхности дисплея**

- Монитор
- Джойстик
- Сканер
- Графический планшет
- Сенсорный экран

7 **□ - является альтернативой манипуляторам, предназначенным для ручного ввода графической информации, чертежей и рисунков, ретуширования фотографий.**

8 **Устройством визуального отображения информации называется ...**

- прибор
- монитор
- принтер
- сканер
- видеокарта

9 **Текстовый процессор**

- Excel
- Word
- PowerPoint

10 **Электронные таблицы**

- CorelDraw
- Excel
- Word
- PowerPoint

**11 Лишнее в функциях алгебры логики**

- Дизъюнкция
- Синус
- Конъюнкция
- Эквивалентность

**12 Сколько функций Булевой алгебры**

- 4
- 8
- 6
- 3

**13 У какой функции самый высокий приоритет**

- Дизъюнкция
- Отрицание
- Конъюнкция
- Импликация

**14 Какого элемента нет в схемах 1-го базиса**

- Элемент И
- Элемент НЕ
- Элемент ИЛИ
- Элемент И-НЕ

**15 В какие годы был создан первый Internet - MilNet**

- 1950
- 1960
- 1970
- 1980



Management Examination

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Management Examination

Name (last, First) \_\_\_\_\_ Date (dd/mm/yyyy) \_\_\_\_\_

A. Complete the following section concerning human capital management as indicated. (5 Points)

Intellectual capital consists of three parts. They are human capital, social capital and structural capital.

1. Human capital consists of \_\_\_\_\_ from education, \_\_\_\_\_ from training or experience, as well as \_\_\_\_\_ and \_\_\_\_\_.
2. Arranging meetings, seminars, In-Set programs and or even having a coffee machine are ways a company can use to create \_\_\_\_\_.
3. Two examples of structural capital are \_\_\_\_\_ and \_\_\_\_\_.
4. Loss of productivity at work regardless of reason is best defined as \_\_\_\_\_.
5. Productivity when viewed as a formula can be defined as  $x/y$  (x divided by y) where  $x =$  \_\_\_\_\_ and  $y =$  \_\_\_\_\_.

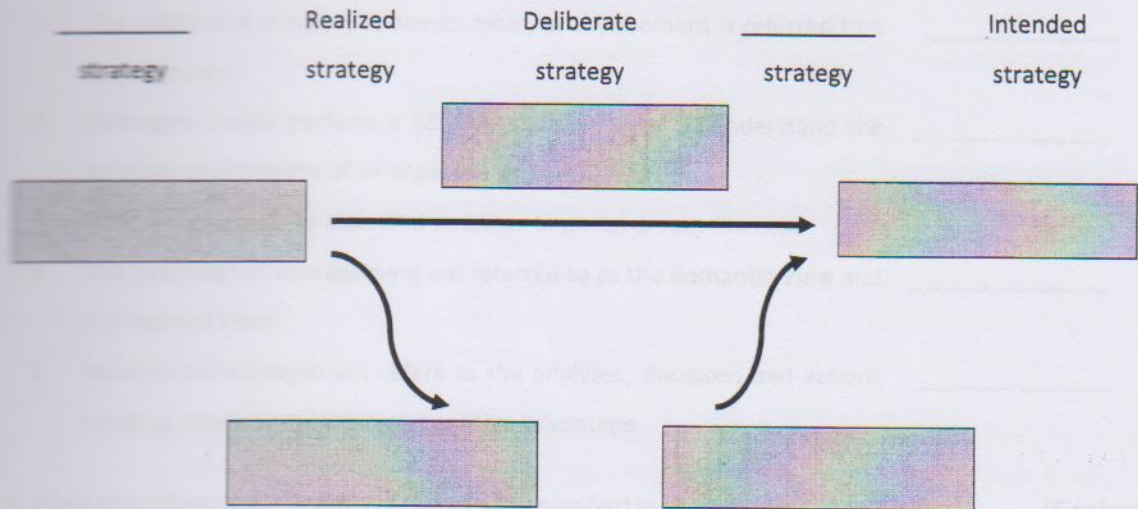
B. Match the management term in column A with its definition in Column B. (5 Points)

No	Management Term	Answer	Definition
1	risk	_____	A. doing the right things
2	productive capital	_____	B. acronym of what strategic objects should be
3	effectiveness	_____	C. groups interested in a company's success
4	efficiency	_____	D. it's all about the man
5	stakeholders	_____	E. the lofty ideal for which a company strives
6	public	_____	F. potential for loss
7	Romantic view of management	_____	G. the small things that bring about increases in efficiency
8	SMART	_____	H. doing things right
9	Incremental management	_____	I. human capital used on the job
10	vision	_____	J. groups with an interest in a company

Management Examination

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C. Complete the diagram below by placing the correct term listed below in the correct box. (5 Points)



Bonus: Who created the diagram and theory represented above? \_\_\_\_\_ (1 point)

D. What do the following acronyms stand for? (5 Points)

1. The 6 P's = \_\_\_\_\_
2. POC<sup>3</sup> = \_\_\_\_\_
3. SMART = \_\_\_\_\_
4. SWOT = \_\_\_\_\_

Bonus: Which management function is missing from № 2 above? \_\_\_\_\_ (1 point)

E. Answer the following questions by circling the correct answer either True or False. (5 Points)

- |   |  |      |       |
|---|--|------|-------|
| 1 | All stakeholders are publics.  | True | False |
| 2 | All publics are stakeholders   | True | False |
| 3 | A zero sum game is good for the stakeholders of a company.                                   | True | False |
| 4 | Shareholders are only interested in receiving dividends.                                     | True | False |
| 5 | Employees are not stakeholders because they are not part of a company's external environment | True | False |



E. Correct the following statements by changing one word only to make the statement true. (5 Points)

1. The ability of a company to see its external environment is referred to a \_\_\_\_\_ transparency.
2. Managers should perform a BEST Analysis in order to understand the \_\_\_\_\_ external environment of an organization.
3. Strategic goals can be classified as either financial or non-financial \_\_\_\_\_
4. The two views of management are referred to as the Romantic View and \_\_\_\_\_ the Internal View.
5. Incremental management refers to the analyses, decisions and actions \_\_\_\_\_ taken to create sustainable competitive advantage.

F. Place the following environmental factors (by number) in their correct category. (5 points)

- |   |   |
|---|---|
| 1. The population is aging                    | 6. Unemployment is increasing                   |
| 2. A new law will increase website censorship | 7. A new innovative smart card will be released |
| 3. Inflation has been increasing lately       | 8. The ruble is devaluing                       |
| 4. DOS attacks on businesses are increasing   | 9. Tweens have increased consumer spending      |
| 5. The SEC will be given greater oversight    | 10. New sanctions will be announced this week   |

Political	Economic	Social	Technological

H. Place the following examples of human capital risk in their correct category (by number) in their correct category. (5 points)

- |                |                      |
|----------------|----------------------|
| 1. meetings    | 6. industrial action |
| 2. researching | 7. errors            |
| 3. sick leave  | 8. office politics   |
| 4. phone calls | 9. analyzing         |
| 5. Silo effect | 10. emailing         |

No	Key activity	consumes time involved in such activities as	Examples		
1	individual				
2	collaborative				
3	processes				
4	absenteeism				

Bonus: What is the Silo Effect? \_\_\_\_\_ (1 point)



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I. Change the italicized words or terms by replacing them with a suitable substitute. Place these substitutes in the table below the text. (5 points)

Henri Fayol viewed management as consisting of (1) *POC*<sup>3</sup> plus forecasting. Though the functions of management are basically still the same today as they were in 1916, there seems to be two basic views of management, that is the (2) *'it's all about the man'* view and the (3) *'it's all about the environment'*. Regardless of which school of thought you follow, the basics are all the same. The manager must focus on (4) *doing the right things* and (5) *doing things right*. This can be seen as being divided into a number of tasks to bring about the desired results. Two of these techniques include (6) *paying attention to the little things that bring about increases in efficiency* and (7) *doing such things as outsourcing, re-engineering business processes and automating*. The most important task involves focusing on (8) *the analyses, decisions and actions needed to create sustainable competitive advantage*. By performing these activities, the manager is actively working to decrease the company's exposure to (9) *potential for loss*. And though profit is ultimately the major goal of the manager doing his job well, he must never forget that shareholders are only one of many (10) *other parties that have an interest in the success of the company beside the shareholders*.

1		6	
2		7	
3		8	
4		9	
5		10	

II. Porter's 5 forces of industry competitiveness are listed on the left. Match each force to an appropriate example of each on the right. (5 points)

- |                          |       |                                  |
|--------------------------|-------|----------------------------------|
| 1 Threat of new entrants | _____ | A Threat of forward integration  |
| 2 Power of buyers        | _____ | B Low switching costs            |
| 3 Power of suppliers     | _____ | C Low startup costs              |
| 4 Threat of substitutes  | _____ | D Superior competitive advantage |
| 5 Competitive rivalry    | _____ | E Threat of backward integration |

III. Complete the table below by adding an example of what would be analyzed with regard to each of the 5 C's. Note: be sure to place the example next to the letter indicated as the answer. (5 points)

No.	The 5 C's	Answer	Examples
1	Company	<u>C</u>	A _____
2	Customers	<u>E</u>	B _____
3	Competitors	<u>A</u>	C _____
4	Collaborators	<u>B</u>	D _____
5	Climate	<u>D</u>	E _____

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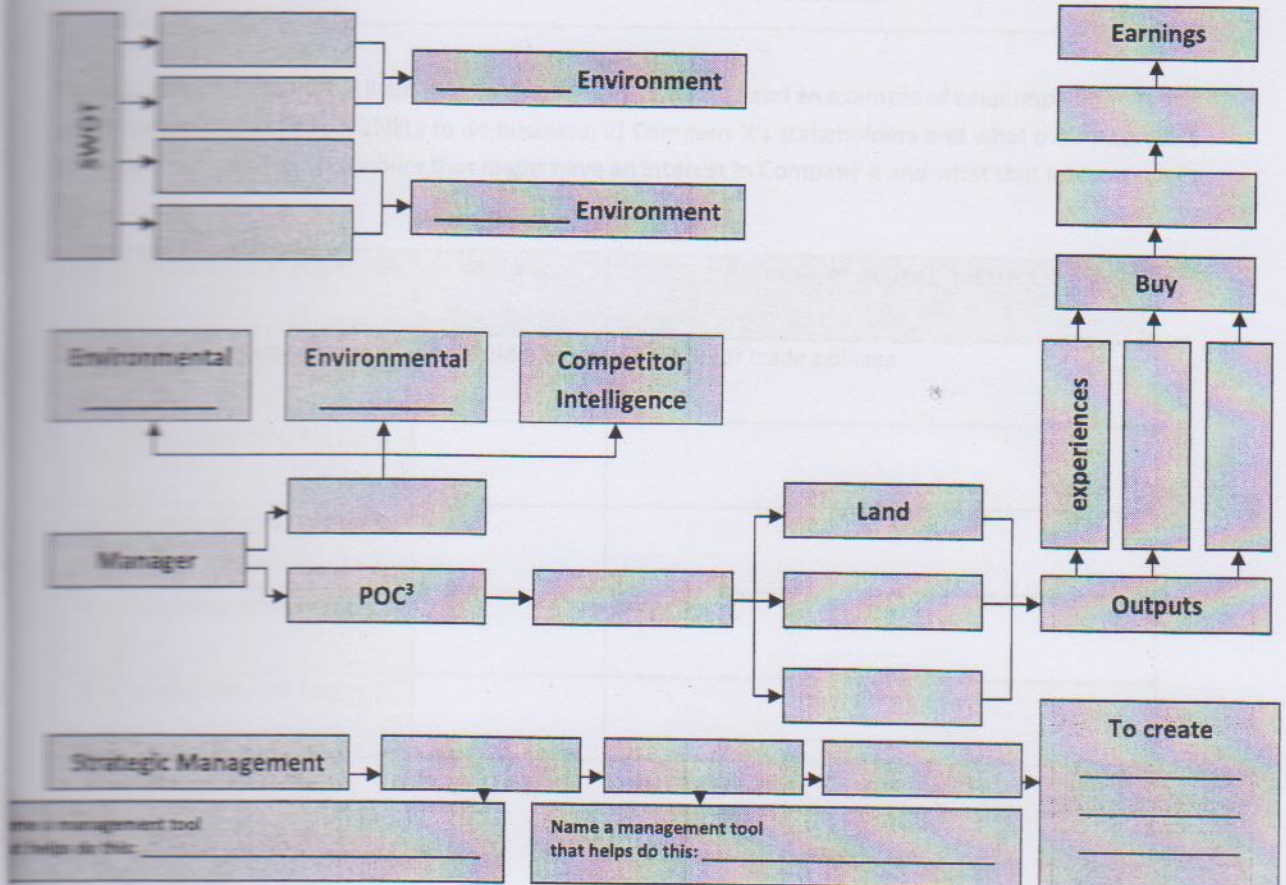
I. Complete the following statements.

(5 points + up to 2 bonus points)

1. \_\_\_\_\_ include goods, services and \_\_\_\_\_.
2. \_\_\_\_\_ traditionally include labor, land and \_\_\_\_\_. Some modern views of this also include technology, human capital and \_\_\_\_\_.
3. \_\_\_\_\_ consists of vision, mission and \_\_\_\_\_.
4. \_\_\_\_\_ includes environmental scanning, monitoring and \_\_\_\_\_.
5. \_\_\_\_\_ should be specific, \_\_\_\_\_, \_\_\_\_\_, realistic and timely.
6. \_\_\_\_\_ includes analysis, \_\_\_\_\_ and actions taken to create \_\_\_\_\_ competitive advantage.
7. \_\_\_\_\_ include shareholders, government, \_\_\_\_\_, \_\_\_\_\_ suppliers, communities, and banks.
8. A \_\_\_\_\_ attempts to analyze the company's internal and external \_\_\_\_\_.
9. \_\_\_\_\_ include \_\_\_\_\_, time, people and technology.
10. Strategic objectives can be either \_\_\_\_\_ or \_\_\_\_\_ regardless they should all be SMART.

III. Complete the following three flowcharts.

(10 Points)



16. In the box below, is a pictorial analysis of what the external environment of an industry looks like and give examples of each. For reference, Circle A represents the external environmental factors of Industry XX; Circle B (○) represents stakeholders of Company X; and Circle B (△) represents publics that are not stakeholders but have an interest in Company X. Complete Table 1. (10 Points)

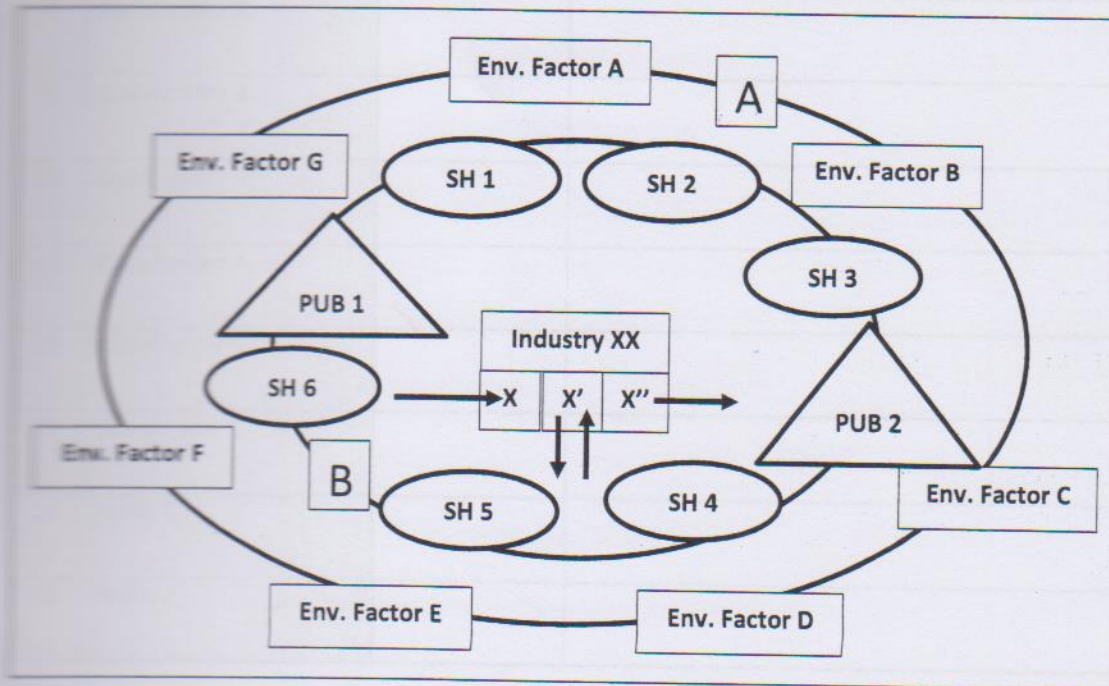


Table 1. Complete this table listing 1) the environmental factors and an example of what impact the factor could have on Company's X ability to do business; 2) Company X's stakeholders and what their interest is in the company and 3) two publics that might have an interest in Company X and what that interest might be.

No	External Environment	Name	Example of impact/ interest
1	Environmental Factor A	Political	Creation of trade policies
2	Environmental Factor B		
3	Environmental Factor C		
4	Environmental Factor D		
5	Environmental Factor E		

6	Environmental Factor F		
7	Environmental Factor G		
8	Stakeholder 1		
9	Stakeholder 2		
10	Stakeholder 3		
11	Stakeholder 4		
12	Stakeholder 5		
13	Stakeholder 6		
14	Public 1		
15	Public 2		

Q. Complete these questions as indicated below.

(10 Points)

1. There are several attributes of strategic management. Quite often they are considered as being tradeoffs between one or more factors. Name the four attributes of strategic management below.

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

2. What is CSR and how does it apply to the concept of the triple bottom line?

- a. CSR is \_\_\_\_\_
- b. The triple bottom line is \_\_\_\_\_
- c. The relationship between the two is as follows: \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



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Answer either Essay question A or Essay question B.

(10 Points)

Essay Question A. In order to create a marketing plan, a manager must perform a situational analysis of the environment. In order to do this fully, the manager must perform three separate analyses using three distinct management tools. Name these tools and briefly describe what they consist of and what they analyze in relation to the environment.

Essay Quest B. A company's external environment consists of various publics and stakeholders. Describe the external environment of a company in terms of the various stakeholders and what their interest(s) in the company are. When completed, describe how a drop in sales resulting from a downturn in the economy could create a domino effect whereby the interests of one stakeholder having been affected could result in a change in the interest of another stakeholder and so on.

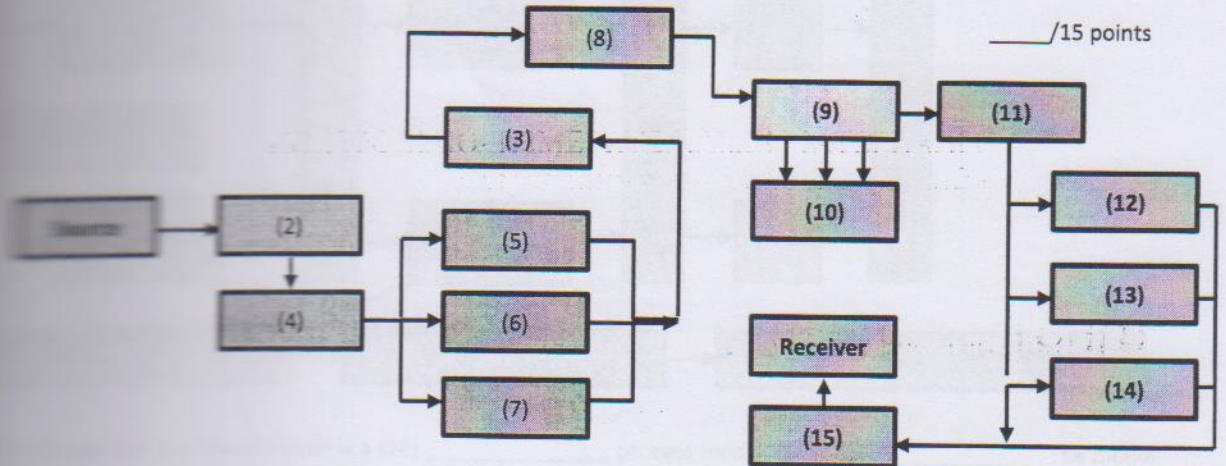
Marketing Examination

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Marketing Examination

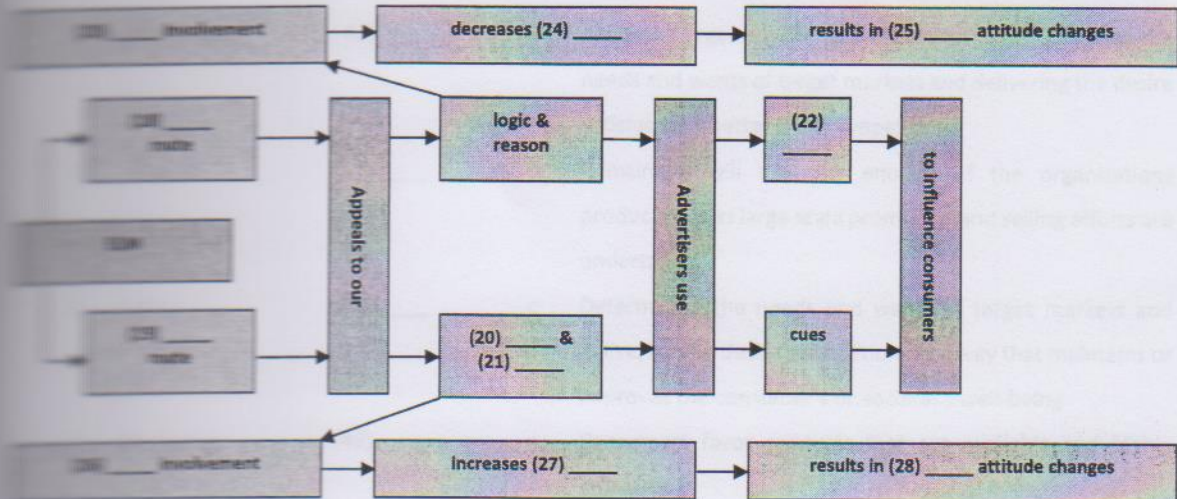
\_\_\_\_\_, First Name \_\_\_\_\_; Date: \_\_\_\_/\_\_\_\_/\_\_\_\_, Grade: \_\_\_\_\_

Communication is usually thought of as a process model. The diagram below outlines the important players involved in this process. As studied in class, complete the statement contained below the diagram.



1. This model of communication is referred to as the (1) \_\_\_\_\_ Model of Communication.
2. There are two processes involved in this model. The first process is referred to as (2) \_\_\_\_\_.
3. The source or sender is trying to get the receiver to understand a very specific (3) \_\_\_\_\_.
4. The process referred to in statement №2 above relies heavily upon the science of signs and their meanings. This science is called (4) \_\_\_\_\_.
5. To do this, the sender must take what s/he is thinking and then using (5) \_\_\_\_\_, (6) \_\_\_\_\_ and/or (7) \_\_\_\_\_ create the answer to №. 3 above.
6. In mediated communications, № 3 above must pass through a (8) \_\_\_\_\_ such as the Internet, a newspaper or television.
7. Mediated communications are normally controlled by (9) \_\_\_\_\_ who can change or alter the information passing through it before sending it on.
8. One reason receivers do not always perceive an advertisement is because of (10) \_\_\_\_\_. Due to this, only one in four ads are actually perceived by the receiver.
9. Sometimes even if an ad is perceived, the receiver does not understand it because of (11) \_\_\_\_\_.
10. If your emotional state prevents you from understanding an advertisement correctly, you are experiencing (12) \_\_\_\_\_; Language difficulties may result in (13) \_\_\_\_\_ while poor reception because of passing through a tunnel (for example) results in (14) \_\_\_\_\_.
11. Regardless of whether there is № 9 above, the receiver, using the second of the two processes involved in this model, must (15) \_\_\_\_\_ №. 3 above.

18. The following diagram represents the **Elaboration Likelihood Model of Persuasion**. Use the following diagram to complete the text that follows. \_\_\_/15 Points



The Elaboration Likelihood Model is a (16) \_\_\_\_\_ process model of (17) \_\_\_\_\_. The model attempts to explain how consumers are influenced to buy. According to this model, there are two ways a communication can do this; they are referred to as the (18) \_\_\_\_\_ route and the (19) \_\_\_\_\_ route. Whereas the former appeals to our logic and reason, the latter appeals to our (20) \_\_\_\_\_ and (21) \_\_\_\_\_. In order to appeal to our logic, advertisers use (22) \_\_\_\_\_ to influence consumers. Contrary to this approach, cues are used to influence # 20 and # 21 above. The route described as # 18 is associated with (23) \_\_\_\_\_ involvement which decreases (24) \_\_\_\_\_ and results in (25) \_\_\_\_\_ attitude changes. Contrary to this, the route described as # 19 above, is associated with (26) \_\_\_\_\_ involvement which increases (27) \_\_\_\_\_ and results in (28) \_\_\_\_\_ attitude changes. In order to influence someone to purchase a deodorant for men, the advertiser might use such cues as (29) \_\_\_\_\_ and (30) \_\_\_\_\_.

19. Answer these questions concerning marketing endeavors. \_\_\_/15 Points

1. By definition, marketing has two basic goals. For the company the goal is (31) \_\_\_\_\_ while for the consumer the goal is to have his/her needs (32) \_\_\_\_\_.
2. Though all consumers have the same basic needs, a consumer's (33) \_\_\_\_\_ are determined by his or her culture or individual preferences.
3. The goal of marketing is to get potential consumers to (34) \_\_\_\_\_ or (35) \_\_\_\_\_.
4. A (36) \_\_\_\_\_ refers to one of more individuals who influence the purchasing behavior of a consumer.
5. There are three models which explain how advertisement works. They are referred to as (37) \_\_\_\_\_; the Think, Feel, Do model and finally the (38) \_\_\_\_\_ model of effective communication.
6. The latter model of communication involves six steps. The consumer must first (39) \_\_\_\_\_ the ad, then (40) \_\_\_\_\_ the ad, then (41) \_\_\_\_\_ something about the ad, then (42) \_\_\_\_\_ with the ad, then (43) \_\_\_\_\_ the ad and finally (44) \_\_\_\_\_ on the information.
7. In order to focus advertisement, advertisers try to identify (45) \_\_\_\_\_ markets.



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1. Associate the marketing management philosophy in the Column A with its definition in Column B. \_\_\_\_/5 Points

Column A		Column B	
1. Production	(46) ____	a	Achieving organizational goals depends on determining the needs and wants of target markets and delivering the desire satisfactions better than competitors.
2. Product	(47) ____	b	Consumers will not buy enough of the organizations products unless large scale promotion and selling efforts are undertaken.
3. Selling	(48) ____	c	Determining the needs and wants of target markets and delivering the desire satisfactions in a way that maintains or improves the consumer's or societal's well-being.
4. Marketing	(49) ____	d	Consumers favor products that are available and highly affordable.
5. Societal marketing	(50) ____	e	Consumers favor products that offer the most quality, performance and features.

2. Place the word for which the definition is given in the space provided. \_\_\_\_/5 Points

1. The act of obtaining something by offering something in return ... (51) \_\_\_\_\_
2. A trade between two parties that involves two things of value and terms ... (52) \_\_\_\_\_
3. The set of actual and potential buyers of a product ... (53) \_\_\_\_\_
4. Marketing to reduce demand temporarily or permanently ... (54) \_\_\_\_\_
5. Analysis, planning, implementation and control of programs designed to create, build and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives ... (55) \_\_\_\_\_

3. Answer the following True or False questions by circling the correct answer. \_\_\_\_/10 Points

1. A need is a state of felt deprivation. (56) True (56) False
2. Needs and wants are related. (57) True (57) False
3. Wants are universal. (58) True (58) False
4. Wants and demands are related. (59) True (59) False
5. Consumers view products as bundles of benefits. (60) True (60) False
6. A product is either a good or a service. (61) True (61) False
7. Bundling goods and services together produces experiences. (62) True (62) False
8. Services are intangible and result in the ownership of nothing. (63) True (63) False
9. Consumer value and consumer satisfaction are synonymous terms. (64) True (64) False
10. Consumer satisfaction is closely related to quality. (65) True (65) False

13. Complete the following statements concerning the VALS Framework program. \_\_\_\_\_/5 Points

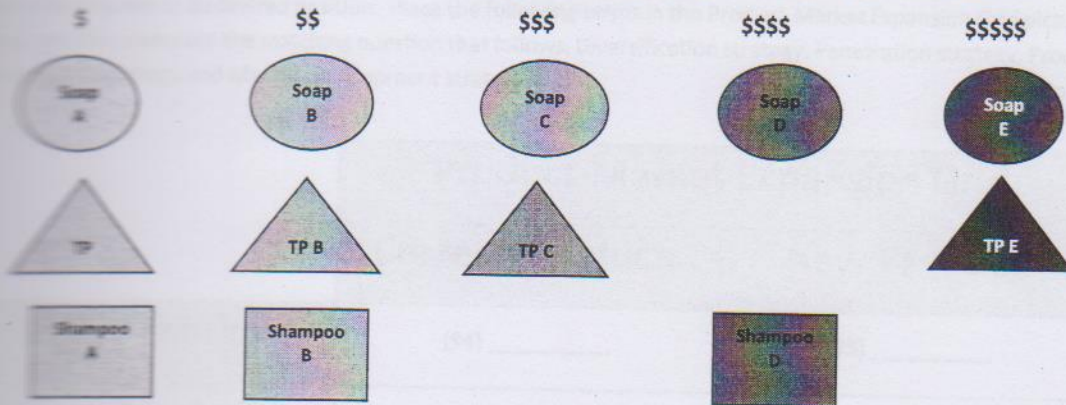
1. The term VALS refers to Values and (66) \_\_\_\_\_.
2. The VALS framework program is used to describe (67) \_\_\_\_\_ segmentation.
3. The VALS framework program has identified (68) \_\_\_\_\_ distinctive groups.
4. The lowest group referred to as (69) \_\_\_\_\_ have the fewest resources of all groups.
5. The group with the highest of resources is referred to as (70) \_\_\_\_\_.

14. Complete the sentences using one of the following words: \_\_\_\_\_/6 Points

self-expression      ideals      achievement      innovative      makers      experiencers

1. Also a group, Survivors are the least (71) \_\_\_\_\_ of all the segments.
2. Both (72) \_\_\_\_\_ and (73) \_\_\_\_\_ are motivated by (74) \_\_\_\_\_. Whereas the former group expresses this value by taking risks, the latter group demonstrates it by 'working on the world' by engaging in such activities as building a house.
3. People who want to demonstrate their success to others are motivated by (75) \_\_\_\_\_.
4. Thinkers like believers are motivated by (76) \_\_\_\_\_.

15. Answer the questions as they apply to the following diagram which represents the product mix of J&J Inc.



1. Describe the product mix of J&J Inc in terms of its width, and length. \_\_\_\_\_/10 Points

- a. Width: \_\_\_\_\_ (77)
- b. Length: \_\_\_\_\_ (78)

2. What is the depth of J&J's product line of soaps? \_\_\_\_\_ (79)

3. J&J Inc is considering adding a new product referred to as TP D. This is referred to as \_\_\_\_\_ (80)

4. Last year, the economy came out of a prolonged recession. During the recession, J&J Inc created several new products with inferior features so as to maintain the level of sales. This process is referred to as \_\_\_\_\_ (81)

5. Contrary to this, in good times, companies prefer to add top end products to their product lines. This process is referred to as \_\_\_\_\_ (82)

6. Regardless of which end of the product line you add products to, the creation of longer lines is referred to as \_\_\_\_\_ (83)

7. What is brand equity? \_\_\_\_\_ (84)

8. What can cause brand equity to decrease? \_\_\_\_\_ (85)

9. Shampoo D accounts for 70% of all J&J's shampoo sales. This situation is referred to as \_\_\_\_\_ (86)

Marketing Examination

Moscow University Touro

10) Boston Box: Place the following terms in the Boston Box pictured below: Cash Cows, Question Marks (or Problem Children), Dogs and Rising Stars. \_\_\_\_\_/7 Points

Growth	High	(87) _____	(88) _____
	Low	(89) _____	(90) _____
		Low	High
<b>Market Share</b>			

1. Which generates lots of cash? (91) \_\_\_\_\_

2. Which has inadequate cash flow? (92) \_\_\_\_\_

3. Which are you likely to spin off? (93) \_\_\_\_\_

11) Product-Market Expansion Grid: Various organizational strategies are used to get an organization from its present position in a market to its desired position. Place the following terms in the Product-Market Expansion Grid pictured below, and then complete the matching question that follows. Diversification strategy, Penetration strategy, Product Development strategy and Market development strategy. \_\_\_\_\_/8 Points

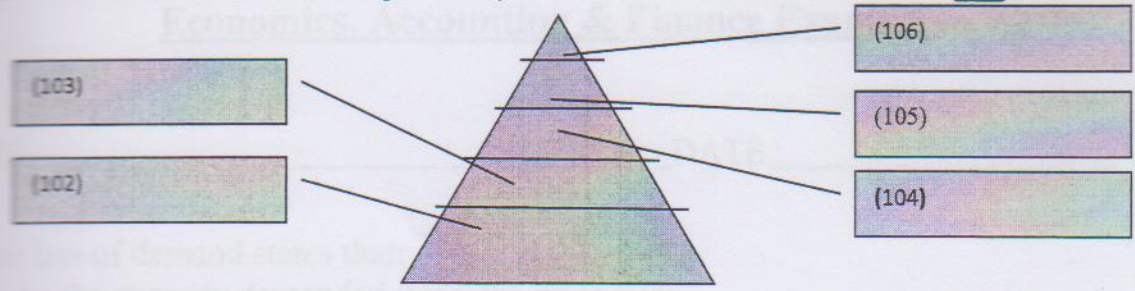
<b>Product-Market Expansion Grid</b>		
	<b>Current Products</b>	<b>New Products</b>
<b>Current markets</b>	(94) _____	(95) _____
<b>New Markets</b>	(96) _____	(97) _____

- |                                   |             |   |
|-----------------------------------|-------------|---|
| <b>Column A</b>                   |             | <b>Column B</b>   |
| 1. Market Development Strategies  | (98) _____  | a. the marketing manager is trying to get customers to either buy more or use more of the product                     |
| 2. Diversification Strategy       | (99) _____  | b. a different version of an existing product could be offered to the general public or a new and improved version    |
| 3. Market Penetration Strategies  | (100) _____ | c. This strategy involves seeking new products (often through acquisitions) for customers not currently being served. |
| 4. Product Development Strategies | (101) _____ | d. an organization would seek to find new customers for its present products  |

Marketing Examination

Moscow University Touro

12. Maslow divided human needs into 5 categories. They are: \_\_\_\_\_/8 Points



13. Answer the following questions concerning the Situational Analysis (SA). \_\_\_\_\_/15 Points

- a) What three analytical tools does the SA consist of? (107) \_\_\_\_\_, (108) \_\_\_\_\_, and (109) \_\_\_\_\_
- b) Which of the above tools is directly responsible for performing a PEST analysis? (110) \_\_\_\_\_
- c) If you want to understand a company's product line, in which analytical tool and where would you find this information? Name of analytical tool: (111) \_\_\_\_\_; which part of the analytical tool: (112) \_\_\_\_\_
- d) Which tool evaluates the internal environment of the company and the effects that the external environment could have on it? (113) \_\_\_\_\_
- e) What are the things that a company does well referred to as? (114) \_\_\_\_\_; ... and the things that make it vulnerable to problems? (115) \_\_\_\_\_
- f) The external environment of the company is also referred to as the (116) \_\_\_\_\_
- g) List four factors that can be found in the external environment of a company. (117) \_\_\_\_\_, (118) \_\_\_\_\_, (119) \_\_\_\_\_, and (120) \_\_\_\_\_
- h) If you want to try and evaluate the factors that will affect the ability of a company to compete, which analytical tool would you refer to? (121) \_\_\_\_\_

14. Match the type of demand in Column A with its definition or example in Column B. \_\_\_\_\_/8 Points

Column A		Column B	
1. negative	(122) _____	a	Cigarettes and alcohol
2. no	(123) _____	b	Summer holiday courses
3. unwholesome	(124) _____	c	iPhone 7 after Samsung failed its new smartphone launch
4. latent	(125) _____	d	The ideal market situation for a product
5. irregular	(126) _____	e	CD players
6. full	(127) _____	f	Annual medical exams and visits to the dentist
7. overfull	(128) _____	g	Questionable whether this is actually a type of demand
8. declining	(129) _____	h	Newly marketed tech products

**Economics, Accounting & Finance Exam**

NAME \_\_\_\_\_

DATE \_\_\_\_\_

- 1) The law of demand states that:
- A) As the quantity demanded rises, the price rises
  - B) As the price rises, the quantity demanded rises
  - C) As the price rises, the quantity demanded falls
  - D) As supply rises, the demand rises
- 2) The Latin phrase ceteris paribus means
- A) Scarcity is a fact of life.
  - B) All else equal.
  - C) There is no such thing as a free lunch.
  - D) Everything affects everything else.
- 3) If the demand for green tea increases as income increases, green tea is a(n)
- A) Complementary good
  - B) Substitute good
  - C) Normal good
  - D) Inferior good
- 4) For inferior goods, demand will fall when
- A) Income increases
  - B) Income decreases
  - C) Price increases
  - D) Price decreases
- 5) Which of the following will NOT cause a shift in the demand curve for tablet computers?
- A) A change in income
  - B) A change in tastes
  - C) A change in the price of laptop computers
  - D) A change in the price of tablet computers

6. Which of the following is NOT considered in Gross Domestic Product (GDP) determination and therefore causes economic welfare to be under-estimated?
- a. do-it-yourself activities
  - b. pollution damage
  - c. government military spending
  - d. business investment spending
7. In a typical business cycle, the expansion is followed, in order, by the \_\_\_\_\_ phases.
- a. trough and recovery
  - b. peak and expansion
  - c. peak and recession
  - d. recovery and peak
8. If the nominal interest rate is 5% and the inflation rate is 2%, the real interest rate is:
- a. 2 1/2%
  - b. 3%
  - c. 5%
  - d. 7%
9. Assume that something occurs to cause aggregate demand to increase. Which of the following should result?
- a. expansion and inflation
  - b. recession and deflation
  - c. recession and inflation
  - d. expansion and deflation
10. Disposable Income is equal to:
- a. National Income
  - b. Real GDP
  - c. National Income Minus Taxes
  - d. National Income Minus Taxes Plus Transfers

11. Which of the following, is *not* a satisfactory statement of the accounting equation?
- Assets + Liabilities = Owners' Equity
  - Assets - Owners' Equity = Liabilities
  - Assets = Liabilities + Owners' Equity
  - Assets - Liabilities = Owners' Equity
12. The journal entry to record the completion of a service for which payment has *not* been received is a debit to
- Revenue from Services and a credit to Accounts Payable.
  - Accounts Receivable and a credit to Revenue from Services.
  - Revenue from Services and a credit to Unearned Revenue.
  - Cash and a credit to Revenue from Services.
13. Prepaid Insurance is classified as a(n)
- asset.
  - liability.
  - revenue.
  - expense.
14. The failure to record depreciation for the period would result in
- overstated assets.
  - understated liabilities.
  - understated owner's equity.
  - understated net income.
15. On January 1, a company vehicle with a useful life of eight years and a residual value of \$1,000 was purchased for \$25,000. What is the depreciation expense in year 3 under straight-line depreciation?
- \$2,000
  - \$3,000
  - \$6,000
  - \$8,000

16. The entry to record depreciation on equipment is
- debit Depreciation Expense and credit Equipment.
  - debit Accumulated Depreciation and credit Equipment.
  - debit Depreciation Expense and credit Accumulated Depreciation.
  - debit Equipment and credit Accumulated Depreciation.
17. The exclusive right to reproduce and sell a literary, artistic, or musical work is called a
- trademark.
  - patent.
  - franchise.
  - copyright.
18. Which of the following items is classified as an intangible asset?
- Prepaid insurance
  - Goodwill
  - Land
  - Accounts receivable
19. A company issues a check for \$75, but records it as \$57. On the bank reconciliation, the \$18 should be
- added to the balance per bank statement.
  - deducted from the balance per bank statement.
  - added to the balance per books.
  - deducted from the balance per books.
20. If management wants finished goods inventory to decrease over an accounting period, which of the following best describes the relationship between units sold and units produced?
- They are equal.
  - Units sold are greater than units produced.
  - Units sold are less than units produced.
  - None of the above



21. A(n) \_\_\_\_\_ would be an example of a principal, while a(n) \_\_\_\_\_ would be an example of an agent.

- a. shareholder; manager
- b. manager; owner
- c. accountant; bondholder
- d. shareholder; bondholder

22. "Shareholder wealth" in a firm is represented by:

- a. the number of people employed in the firm.
- b. the book value of the firm's assets less the book value of its liabilities.
- c. the amount of salary paid to its employees.
- d. the market price per share of the firm's common stock.

23. The primary advantage of the corporate form of organization is:

- a. The benefit of limited liability for the corporation's stockholders.
- b. The ability of the business to continue indefinitely.
- c. The ability to avoid the disadvantage of double taxation.
- d. That the corporation offers the least expensive and least complex process of business formation.

24. What are the earnings per share (EPS) for a company that earned \$100,000 last year in after-tax profits, has 200,000 common shares outstanding and \$1.2 million in retained earnings at the year end?

- a. \$100,000
- b. \$6.00
- c. \$0.50
- d. \$6.50

25. The following information represents an annual income statement for a company that manufactures laser printers:

Sales revenue (1,600 units @ \$400)	\$640,000
Less variable costs	<u>384,000</u>
Contribution margin	\$256,000
Less fixed costs	<u>400,000</u>
Operating loss	<u>(\$144,000)</u>

What is the breakeven point in units?

- a. 1,960
- b. 2,500
- c. 2,800
- d. None of the above

26. Increasing the credit period from 30 to 60 days, in response to a similar action taken by all of our competitors, would likely result in:
- an increase in the average collection period.
  - a decrease in bad debt losses.
  - an increase in sales.
  - higher profits.
27. The \_\_\_\_\_ method provides correct rankings of mutually exclusive projects, when the firm is not subject to capital rationing.
- net present value
  - internal rate of return
  - payback period
  - profitability index
28. The risk-free security has a beta equal to \_\_\_\_\_, while the market portfolio's beta is equal to \_\_\_\_\_.
- one; more than one.
  - one; less than one.
  - zero; one.
  - less than zero; more than zero.
29. To compute the required rate of return for equity in a company using the CAPM, it is necessary to know all of the following EXCEPT:
- the risk-free rate.
  - the beta for the firm.
  - the earnings for the next time period.
  - the market return expected for the time period.
30. In calculating the costs of the individual components of a firm's financing, the corporate tax rate is important to which of the following component cost formulas?
- common stock.
  - debt.
  - preferred stock.
  - none of the above.



KEY [K] VERIFY [V] RESCORE [R]

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- EXAMPLE:  A  B  C  D  E
- MAKE DARK MARKS
- ERASE COMPLETELY TO CHANGE
- MAKE NO STRAY MARKS

**INSTRUCTORS**

**KEY MARKING INSTRUCTIONS**

KEY: Must mark this box on Key sheet.

VERIFY: Prints correct response next to incorrect answers. If Verify is not marked, a dash will print next to incorrect answers.

RESCORE: Rescores a previously scored test. Automatically prints correct responses.

	(T)	(F)								(T)	(F)				
1	A	B	C	D	E					51	A	B	C	D	E
2	A	B	C	D	E					52	A	B	C	D	E
3	A	B	C	D	E					53	A	B	C	D	E
4	A	B	C	D	E					54	A	B	C	D	E
5	A	B	C	D	E					55	A	B	C	D	E
6	A	B	C	D	E					56	A	B	C	D	E
7	A	B	C	D	E					57	A	B	C	D	E
8	A	B	C	D	E					58	A	B	C	D	E
9	A	B	C	D	E					59	A	B	C	D	E
10	A	B	C	D	E					60	A	B	C	D	E
11	A	B	C	D	E					61	A	B	C	D	E
12	A	B	C	D	E					62	A	B	C	D	E
13	A	B	C	D	E					63	A	B	C	D	E
14	A	B	C	D	E					64	A	B	C	D	E
15	A	B	C	D	E					65	A	B	C	D	E
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17	A	B	C	D	E					67	A	B	C	D	E
18	A	B	C	D	E					68	A	B	C	D	E
19	A	B	C	D	E					69	A	B	C	D	E
20	A	B	C	D	E					70	A	B	C	D	E
21	A	B	C	D	E					71	A	B	C	D	E
22	A	B	C	D	E					72	A	B	C	D	E
23	A	B	C	D	E					73	A	B	C	D	E
24	A	B	C	D	E					74	A	B	C	D	E
25	A	B	C	D	E					75	A	B	C	D	E
26	A	B	C	D	E					76	A	B	C	D	E
27	A	B	C	D	E					77	A	B	C	D	E
28	A	B	C	D	E					78	A	B	C	D	E
29	A	B	C	D	E					79	A	B	C	D	E
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RESCORE

27

SCORE



Прошито и пронумеровано

*Владимир Семенович* лист об



Table with multiple columns and rows, likely a ledger or account book. The text is faint and difficult to read, but it appears to be a structured data table.

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