

Review test 3

Put your answers for each question in the box below the question.

*Povinné pole

1. Your name *
-
2. An important criterion to consider when identifying market segments is the _____ of the market. *
- Označte jen jednu elipsu.
- ☐ age

☐ size

☐ gender

☐ occupation
3. Which of the following is an example of a company objective that might be developed by top management? *
- Označte jen jednu elipsu.
- ☐ To improve the collection process

☐ To maintain or increase market share

☐ To maintain the billing cycle

☐ To hold weekly sales meetings
4. Which of the following ratios is the most useful to a manager for evaluating whether the assets of a division are used efficiently? *
- Označte jen jednu elipsu.
- ☐ return on investment

☐ inventory turnover

☐ return on equity

☐ accounts receivable turnover
5. The 4 P's of a firm's marketing mix consists of *
- Označte jen jednu elipsu.
- ☐ product, price, promotion, and place

☐ passion, pride, principle, and premium

☐ parity, passion, product, and pay

☐ place, promotion, passion, and performance
6. Resources owned by a company (such as cash, accounts receivable, vehicles) are reported on the balance sheet and are referred to as _____.
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7. The account Inventory will appear on the balance sheet as a current asset at an amount that often reflects the _____ of the merchandise on hand. *
- Označte jen jednu elipsu.
- ☐ Cost

☐ Sales value
8. An example of a fixed expense would be a 5% sales commission. *
- Označte jen jednu elipsu.
- ☐ true

☐ false
9. Which of these best differentiates how a leader rather than a manager influences teams? *
- Označte jen jednu elipsu.
- ☐ By reacting to change

☐ By being an example

☐ By exercising formal authority

☐ By focusing on control
10. What does the acronym SMART stand for? *
- Označte jen jednu elipsu.
- ☐ Suitable, measurable, actionable, rewarded and timely

☐ Specific, measurable, actionable, resourced and timely

☐ Standardised, measurable, achievable, rewarded, and timely

☐ Specific, measurable, achievable, rewarded and timely
11. What is the term for the action in which managers at an organisation analyse the current situation of their organisation and then develop plans to accomplish its mission and achieve its goals? *
- Označte jen jednu elipsu.
- ☐ Synergy planning

☐ Strategy formulation

☐ Functional planning

☐ SWOT analysis