



Вопрос **Инфо**

**Осознанно подходите к выбору нескольких правильных ответов.  
За выбор неправильных вариантов предусмотрено получение штрафных  
(отрицательных) баллов**

Вопрос **1**

Балл: 4

Which is considered a key driver of corporate growth?

- ☐ a.  
Fringe benefits to employees
- ☐ b.  
Expansion of number of staff
- ☐ c.  
Distribution chain reorganization
- ☐ d.  
Product portfolio with clear unique selling proposition

**Правильный ответ: Product portfolio with clear unique selling proposition**

Вопрос **2**

Балл: 4

What is a target audience?

## Menedjment-(angl)

☐

a.

The group of customers to which marketing efforts are directed

☐

b.

Rivals

☐

c.

All employees of the company

☐

d.

All potential customers

Правильный ответ: The group of customers to which marketing efforts are directed

### Вопрос 3

Балл: 4

Which of the following statements is correct?

☐

a.

Finance and accounting are different functions

☐

b.

Finance and controlling are the same

☐

c.

Marketing and human resources are identical

☐

d.

Manufacturing and IT are the same

Правильный ответ: Finance and accounting are different functions

### Вопрос 4

Балл: 4

Which of the following is an ethical dilemma specific to international business?

## Menedjment-(angl)

☐

a.

Local corruption and bribery norms

☐

b.

Employment discrimination

☐

c.

Environmental sustainability

☐

d.

Insider trading regulations

Правильный ответ: Local corruption and bribery norms

### Вопрос 5

Балл: 4

Features of innovations...

☐

a.

is connected with certainty

☐

b.

is a riskless undertaking

☐

c.

leads to change

☐

d.

appears automatically

Правильный ответ: leads to change

### Вопрос 6

Балл: 4

Human resource management...

## Management-(engl)

☐

a.

limited to paying salaries

☐

b.

unimportant service function only

☐

c.

includes human resource development

☐

d.

ends after hiring

Правильный ответ: includes human resource development

### Вопрос 7

Балл: 4

Innovation management...

☐

a.

means scouting ideas only

☐

b.

is unknown phenomenon in strategic management

☐

c.

is a horizontal activity with usually no dedicated department

☐

d.

is a sub function of controlling

Правильный ответ: is a horizontal activity with usually no dedicated department

### Вопрос 8

Балл: 4

What is market segmentation?

## Menedjment-(angl)

☐

a.

Dividing the market into consumer groups with common characteristics

☐

b.

New product development

☐

c.

The process of increasing sales

☐

d.

Competitor analysis

**Правильный ответ:** Dividing the market into consumer groups with common characteristics

Вопрос 9

Балл: 4

EBIT means

☐

a.

Net earnings

☐

b.

Earnings before interest, after taxes

☐

c.

Earnings after taxes and interest

☐

d.

Earnings before interest and taxes

**Правильный ответ:** Earnings before interest and taxes

Вопрос 10

Балл: 4

Which of the following methods is used to determine pricing strategy?

## Menedjment-(angl)

- ☐
- a.  
Customer survey
- ☐
- b.  
SWOT analysis
- ☐
- c.  
Competitor analysis
- ☐
- d.  
Financial report

Правильный ответ: Competitor analysis

### Вопрос 11

Балл: 4

Which is NOT a common criticism of globalization?

- ☐
- a.  
It slows technological advancement
- ☐
- b.  
It increases income inequality
- ☐
- c.  
It leads to cultural homogenization
- ☐
- d.  
It can harm small businesses in developing countries

Правильный ответ: It slows technological advancement

### Вопрос 12

Балл: 4

Which of the following is NOT a common risk in international business?

## Menedjment-(angl)

- ☐
- a.  
Exchange rate risk
- ☐
- b.  
Behavioral risk
- ☐
- c.  
Political risk
- ☐
- d.  
Competitive risk

Правильный ответ: Behavioral risk

### Вопрос 13

Балл: 4

Which of the following terms refers to the promotion of goods and services?

- ☐
- a.  
Distribution
- ☐
- b.  
Advertising
- ☐
- c.  
Market research
- ☐
- d.  
Production

Правильный ответ: Advertising

### Вопрос 14

Балл: 4

Strategic planning...

## Management-(angl)

- ☐
- a.  
done by top management alone
- ☐
- b.  
sets investment priorities and budget allocation
- ☐
- c.  
done by each company unit independently
- ☐
- d.  
just a paper for investors with no impact on company operations

Правильный ответ: sets investment priorities and budget allocation

### Вопрос 15

Балл: 4

Which strategy involves adapting marketing strategies to local conditions while maintaining brand consistency?

- ☐
- a.  
Glocalization
- ☐
- b.  
Localization
- ☐
- c.  
Standardization
- ☐
- d.  
Diversification

Правильный ответ: Glocalization

### Вопрос 16

Балл: 4

Which entry strategy typically requires the least financial investment?



## Menedjment-(angl)

☐

a.

Joint venture

☐

b.

Franchising

☐

c.

Exporting

☐

d.

Greenfield investment

Правильный ответ: Exporting

### Вопрос 17

Балл: 4

Which of the following is the highest level of regional economic integration?

☐

a.

Free Trade Area

☐

b.

Customs Union

☐

c.

Political Union

☐

d.

Economic Union

Правильный ответ: Political Union

### Вопрос 18

Балл: 4

Which of the following tools is used to research consumer preferences?

## Menedjment-(angl)

☐

a.

Financial reports

☐

b.

Surveys and questionnaires

☐

c.

SWOT analysis

☐

d.

SWOT analysis of competitors

**Правильный ответ: Surveys and questionnaires**

Вопрос **19**

Балл: 4

Some disadvantages of global supply chains are:

Выберите один или несколько ответов:

☐

a.

Vulnerability to geopolitical risks

☐

b.

Limited access to international markets

☐

c.

Increased transportation costs

☐

d.

Improved local supply flexibility

**Правильные ответы: Increased transportation costs, Vulnerability to geopolitical risks**

Вопрос **20**

Балл: 4

What of the following strategies can be part of content marketing?

## Menedjment-(angl)

Выберите один или несколько ответов:

☐

a.

Designing infographics

☐

b.

Creating video content

☐

c.

Running promotions and sales

☐

d.

Blogging

Правильные ответы: Blogging, Creating video content, Designing infographics

### Вопрос 21

Балл: 4

Which of the following factors can affect the user experience on a website?

Выберите один или несколько ответов:

☐

a.

Adaptive design for mobile devices

☐

b.

Ease of navigation

☐

c.

Presence of animations on the homepage

☐

d.

Speed of page loading

Правильные ответы: Ease of navigation, Speed of page loading, Adaptive design for mobile devices

### Вопрос 22

Балл: 4

An organisation ran a promotion and spent R25,000 on it. As a result, 100,000 rubles worth of goods were sold at a cost of 60,000 rubles. ROMI (Return on marketing investment) is  % N.B. Please, input a digit.

Правильный ответ: 60

### Вопрос 23

Балл: 4

Elektra Company manufactures and sells electronic equipment. This year the company sold equipment worth 2 million rubles. The cost of production was 1.2 million rubles. The company also spent 200 thousand rubles on marketing, 100 thousand rubles on renting premises, 150 thousand rubles on salaries of employees, 50 thousand rubles on transport and 30 thousand rubles on training of employees. The company produces 10 different models of equipment. The profitability of electronics sales is %. N.B. Please, input a digit.

Правильный ответ: 15

Вопрос 24

Балл: 4

Aditya, a young manager at Indonesian car maker Wuling Motors, was tasked by his boss with attending cultural business trainings in various countries to gain a deeper understanding of different communication styles and address difficulties in negotiation. In , he noticed subtle hints and nonverbal cues, realizing it was a high-context culture where much was implied rather than explicitly stated. In , the influence of relationships and tradition shaped business discussions, with practices, holidays, and customs deeply embedded in religious traditions, requiring careful interpretation of indirect messages. In , people were warm and expressive, with strong family ties playing a central role in the culture, relying heavily on cultural cues and implied meanings.

When Aditya arrived in , he found the communication refreshingly direct. Agreements were clear and straightforward - "yes" meant "yes" and "no" meant "no." There was no need for further interpretation, and Aditya identified this country as a low-context culture, where communication was transparent and explicit.

Верный ответ:

Aditya, a young manager at Indonesian car maker Wuling Motors, was tasked by his boss with attending cultural business trainings in various countries to gain a deeper understanding of different communication styles and address difficulties in negotiation. In [Japan], he noticed subtle hints and nonverbal cues, realizing it was a high-context culture where much was implied rather than explicitly stated. In [Saudi Arabia], the influence of relationships and tradition shaped business discussions, with practices, holidays, and customs deeply embedded in religious traditions, requiring careful interpretation of indirect messages. In [Brazil], people were warm and expressive, with strong family ties playing a central role in the culture, relying heavily on cultural cues and implied meanings.

When Aditya arrived in [Germany], he found the communication refreshingly direct. Agreements were clear and straightforward - "yes" meant "yes" and "no" meant "no." There was no need for further interpretation, and Aditya identified this country as a low-context culture, where communication was transparent and explicit.

Вопрос 25

Балл: 4

InnovationsPlus Company is a technological company that develops business software. Below are several statements related to the company's activities. Match each of the following statements with the correct concept below:

## Menedjment-(angl)

- "We are striving to become number one in the software business market by providing innovative solutions that help achieve success" is a
- "We need to increase our share of the software market in the Northern Federal District by 10% over the next three years" is a
- "We intend to invest in research and development to create new products that meet customer needs" is a
- "We need to improve our software development processes to reduce time-to-market for new digital products" is a
- "We need to expand the pool of customers in territories where the company has traditionally operated and retain existing customers in new markets that have recently been tapped" is a
- "We aim to increase profits via growth of sales and control of both operational and administrative costs" is a
- "We need to attract and retain talented employees by providing them with opportunities for professional growth and development" is a

Верный ответ:

InnovationsPlus Company is a technological company that develops business software. Below are several statements related to the company's activities. Match each of the following statements with the correct concept below:

- "We are striving to become number one in the software business market by providing innovative solutions that help achieve success" is a [mission]
- "We need to increase our share of the software market in the Northern Federal District by 10% over the next three years" is a [corporate target]
- "We intend to invest in research and development to create new products that meet customer needs" is a [corporate strategy]
- "We need to improve our software development processes to reduce time-to-market for new digital products" is a [production strategy]
- "We need to expand the pool of customers in territories where the company has traditionally operated and retain existing customers in new markets that have recently been tapped" is a [marketing strategy]
- "We aim to increase profits via growth of sales and control of both operational and administrative costs" is a [financial strategy]
- "We need to attract and retain talented employees by providing them with opportunities for professional growth and development" is a [human capital management strategy]

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