

Вопрос **Инфо**

Be conscientious about choosing more than one correct answer.
Penalty (negative) points will be received for selecting the wrong answers

Вопрос 1

Балл: 4

The company's annual turnover is 1.2 million rubles. The cost of sales are 750 thousand rubles. The selling and administrative expenses are 150 thousand rubles. Please, calculate the profitability of sales. Please, provide only integer answer without any units of measurement.

Ответ:

Правильный ответ: 25

Вопрос 2

Балл: 4

Which management approach is most likely where the home country dominates procedures and practices?

- a. Ethnocentric
- b. Polycentric
- c. Geocentric
- d. Multinational

Правильный ответ: Ethnocentric

Вопрос 3

Балл: 4

Ineffective customer service is typical for the situation where:

- a. There are capacity limitations and a queue of clients.
- b. There are excess capacity and a queue of clients.
- c. There is excess capacity.
- d. There is a queue of clients.

Правильный ответ: There are excess capacity and a queue of clients.

Вопрос 4

Балл: 4

Restrictions to trade also include non-tariff barriers, such as _____ and _____.

- a. Duty, fee
- b. Taxes, tariffs
- c. Sanctions, embargoes
- d. Legislation, quotas
- e. Subsidies, taxes

Правильные ответы: Legislation, quotas, Sanctions, embargoes

Вопрос 5

Балл: 4

A lower tariff on imported steel would most likely benefit:

- a. Foreign producers at the expense of domestic consumers

-
- b.
Domestic manufacturers of steel
-
- c.
Importers of steel
-
- d.
Domestic consumers of steel
-
- e.
Workers in the domestic steel industry

Правильные ответы: Domestic consumers of steel, Importers of steel

Вопрос 6

Балл: 4

The following types of brand extension are possible:

-
- a.
New sub-brand
-
- b.
New category
-
- c.
All mentioned above
-
- d.
New line
-
- e.
New geography

Правильные ответы: New line, New category

Вопрос 7

Балл: 4

Marketing strategy is a part of:

-
- a.
The functional strategy level
-
- b.
The business-unit strategy level
-

- c.
The corporate strategy level
-
- d.
All three mentioned levels of strategies

Правильный ответ: The functional strategy level

Вопрос 8

Балл: 4

Which of the following best explains China's success in exporting?

-
- a.
Steady stream of FDI in China
-
- b.
Close ties with Japan
-
- c.
Geographic location in the world
-
- d.
Low costs

Правильные ответы: Low costs, Steady stream of FDI in China

Вопрос 9

Балл: 4

What are advantages of NPS (Net Promoter Score) that is one of the most popular customer loyalty metrics now?

-
- a.
It assesses the behavioral component of loyalty
-
- b.
It allows a company to compare the average level of customer loyalty in an industry
-
- c.
It is easy to use
-
- d.
It quite reliably predicts the level of possible customer churn
-
- e.
It evaluates individual customer loyalty

Правильные ответы: It is easy to use, It allows a company to compare the average level of customer loyalty in an industry

Вопрос 10

Балл: 4

An internal client of a manufacturing company can be (there might be one or several correct answers):

- a. Logistics
- b. Supplier
- c. Wholesale company
- d. Sales

Правильные ответы: Logistics, Sales

Вопрос 11

Балл: 4

What is the "output" of such an operating system as a campus cafeteria?

- a. Full up and satisfied students and teachers
- b. Served business lunch
- c. There is no correct answer
- d. All answers are correct
- e. Satisfied chefs and cashier

Правильный ответ: Full up and satisfied students and teachers

Вопрос 12

Балл: 4

The letter 'R' in the terms 'MRP II' stands for:

- a. Resources
- b. Relationships
- c. Requirements
- d. Resistance

Правильный ответ: Resources

Вопрос 13

Балл: 4

A customer-centric operating system with a sustainable consumption of the company's product range is based on:

- a. Organization model of operating system without inventory.
- b. Organization model of operating system with up- and downstream inventory.
- c. Organization model of operating system with downstream inventory.
- d. Organization model of operating system with upstream inventory.

Правильный ответ: Organization model of operating system with up- and downstream inventory.

Вопрос 14

Балл: 4

Products adapted to the perceived unique characteristics of the national market.

- a. International Products
- b. Local Products
- c.

- c.
Global products
-
- d.
Multinational Products

Правильный ответ: Local Products

Вопрос 15

Балл: 4

Please, find the correct end of the statement: 'When the production process is based on the Just-In-Time concept, the level of stock at the production area reaches...':

-
- a.
minimum level
-
- b.
zero
-
- c.
average level of the previous period
-
- d.
maximum level

Правильный ответ: minimum level

Вопрос 16

Балл: 4

The ___ are likely to work for a single company for a lifetime, moreover, to work overtime and favor their chief with great respect but the ___ employees change jobs quite more often.

-
- a.
French, Italian
-
- b.
Japanese, US
-
- c.
French, German
-
- d.
Japanese, Britain

Правильные ответы: Japanese, US, Japanese, Britain

Вопрос 17

Балл: 4

The following marketing tools are untypical for luxury goods industry:

- a. Pricing policy based on the intangible values of the goods
- b. The most active promotion in social networks
- c. The importance of the store as a brand element
- d. Creation of products with a long lifetime
- e. The use of maximum number of distribution channels

Правильные ответы: The use of maximum number of distribution channels, The most active promotion in social networks

Вопрос 18

Балл: 4

Please, specify number of management levels in a company (see Figure 1). Please, provide only integer answer without any units of measurement.

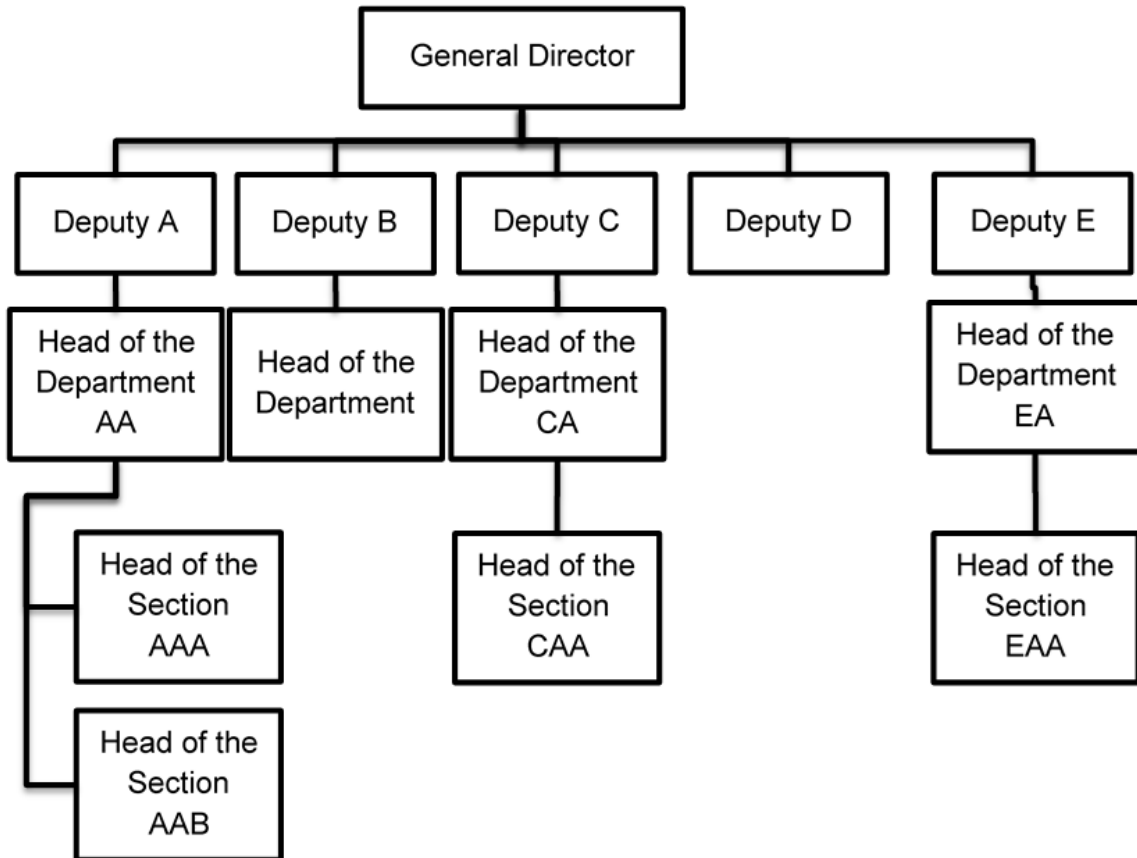


Figure 1. Organizational structure of management in a company

Ответ:

Правильный ответ: 4

Вопрос 19

Балл: 4

The main feature of successful application of Blue Ocean Strategy is:

- a. Operation system development depending on a strategy ('differentiation' vs. 'low costs')
- b. A creation of a completely new product that is not available from competitors
- c. New demand creation and its seizure
- d. Gaining a victory over all major competitors
- e. Identification of a new target consumer segment

Правильный ответ: New demand creation and its seizure

Вопрос 20

Балл: 4

What is the term used when a company exports services or goods to other countries?

-
- a.
Legal framework
-
- b.
National business
-
- c.
International business
-
- d.
Globalisation

Правильный ответ: International business

Вопрос 21

Балл: 4

In your opinion, what are the most appropriate marketing tools to compete with hard discounters?

-
- a.
A company should exclude product segments where a competitor can serve better and cheaper.
-
- b.
All intersecting positions should have constant lower price to force the discounters out of the market.
-
- c.
A company should actively promote provided add-value.
-
- d.
A company should drastically cut price (below competitor) for some product categories to create for them the same positioning as a discounter.
-
- e.
A company should inform customers about cost of its goods and services that increase their sales price.

Правильные ответы: A company should inform customers about cost of its goods and services that increase their sales price., A company should actively promote provided add-value., A company should exclude product segments where a competitor can serve better and cheaper.

Вопрос 22

Балл: 4

Let's divide all technologies and information systems applied in marketing now into two groups. The title of the first group is 'information' or 'informative technologies and systems. This group use technologies and systems in order to conduct research, prepare analytics or plans. The second group is called 'interactive'. Its aim is to communicate, collect contacts or support collaborations. Please, specify all technologies and information systems below that refer to the second group.

-
- a.
Customer behaviour prediction systems
-
- b.
Web-analytics systems
-
- c.
Social media
-
- d.
Internet of Things (IoT)
-
- e.
Radio frequency identification system (RFID)
-
- f.
Knowledge management systems

Правильные ответы: Social media, Knowledge management systems, Internet of Things (IoT), Radio frequency identification system (RFID)

Вопрос 23

Балл: 4

PEST-analysis addresses the following limitations:

-
- a.
The planning process is short-run and suitable only for short-term tactical decisions
-
- b.
It is a problem how to include the recommendations of analysis into the financial model
-
- c.
The planning process is long-run and applicable only for major strategic decisions
-
- d.
The analysis is unusable in the diversified companies

Правильные ответы: The planning process is long-run and applicable only for major strategic decisions, It is a problem how to include the recommendations of analysis into the financial model

Вопрос 24

Балл: 4

Please, choose the correct answer or answers about the following statement: 'Asset growth allows the company to increase its liquidity'

- a.
The statement is correct as a company can always sell assets and receive additional income.
- b.
The statement is incorrect as the assets increase slows down the speed of company's operations.
- c.
The statement is incorrect as the growth of assets can allow the company both to quickly receive money selling them and to slow down this process.
- d.
The statement is correct as a large volume of the assets indicates a higher competitiveness of the company.

Правильный ответ: The statement is incorrect as the growth of assets can allow the company both to quickly receive money selling them and to slow down this process.

Вопрос 25

Балл: 4

In which of the following modes of entry, does the domestic manufacturer give the right to use intellectual property such as patent and trademark to a manufacturer in a foreign country for a fee:

- a.
Contract manufacturing
- b.
Allience
- c.
Licensing
- d.
Joint venture

Правильный ответ: Licensing