опрос Инфо	
Be conscien Penalty (nec	ious about choosing more than one correct answer. ative) points will be received for selecting the wrong answers
вопрос 1	
Балл: 4	
selling and adn	annual turnover is 1.2 million rubles. The cost of sales are 750 thousand rubles. The inistrative expenses are 150 thousand rubles. Please, calculate the profitability of ovide only integer answer without any units of measurement.
Правильный о	вет: 25
Вопрос 2	вет: 25
Вопрос <b>2</b> Балл: 4	ment approach is most likely where the home country dominates procedures and

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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  Dabans 4  A lower tariff on imported steel would most likely benefit:  a.	менеджмент (англиискии язык) <sub>Балл: 4</sub>	
С а. There are capacity limitations and a queue of clients. C b. There are excess capacity and a queue of clients. C c. There is excess capacity. C d. There is a queue of clients.  Правильный ответ: There are excess capacity and a queue of clients.  Правильный ответ: There are excess capacity and a queue of clients.  Правильный ответ: There are excess capacity and a queue of clients.  Правильный ответ: There are excess capacity and a queue of clients.  Правильный ответ: There are excess capacity and a queue of clients.  Правильный ответ: There are excess capacity and a queue of clients.  Правильные ответь: Legislation particles are are excess capacity and a queue of clients.  Правильные ответь: Legislation particles are are excess capacity and a queue of clients.  Правильные ответь: Legislation particles are excess capacity and a queue of clients.		
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С d. There is a queue of clients.  Правильный ответ: There are excess capacity and a queue of clients.  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		
d. There is a queue of clients.  Правильный ответ: There are excess capacity and a queue of clients.  Impart of the compact o		
There is a queue of clients.  Правильный ответ: There are excess capacity and a queue of clients.  Independent of the property of the propert		
Правильный ответ: There are excess capacity and a queue of clients.  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		
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  Thabburdehise otbetts: Legislation, quotas, Sanctions, embargoes  A lower tariff on imported steel would most likely benefit:  a.	There is a queue of clients.	
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  Thabburdehise otbetts: Legislation, quotas, Sanctions, embargoes  A lower tariff on imported steel would most likely benefit:  a.	Правильный ответ: There are excess capacity and a queue of clients.	
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  Daban. 4  A lower tariff on imported steel would most likely benefit:  a.		
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	Вопрос <b>4</b>	
а. Duty, fee b. Taxes, tariffs c. Sanctions, embargoes d. Legislation, quotas e. Subsidies, taxes  Правильные ответы: Legislation, quotas, Sanctions, embargoes  лопрос 5 Балат: 4  A lower tariff on imported steel would most likely benefit:	5алл: 4	
e. Subsidies, taxes  Правильные ответы: Legislation, quotas, Sanctions, embargoes  Вопрос 5 Балл: 4  A lower tariff on imported steel would most likely benefit:   а.	b. Taxes, tariffs  c. Sanctions, embargoes  d. Legislation, quotas	
Subsidies, taxes  Правильные ответы: Legislation, quotas, Sanctions, embargoes  Вопрос 5  Балл: 4  A lower tariff on imported steel would most likely benefit:   а.	—	
Вопрос 5 Балл: 4  A lower tariff on imported steel would most likely benefit:  а.		
Балл: 4  A lower tariff on imported steel would most likely benefit:  а.	Правильные ответы: Legislation, quotas, Sanctions, embargoes	
Балл: 4  A lower tariff on imported steel would most likely benefit:  а.		
A lower tariff on imported steel would most likely benefit:  a.		
□ a.	oaiii. 4	
a.	A lower tariff on imported steel would most likely benefit:	
Foreign producers at the expense of domestic consumers		

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Ш	
b.	
Domestic manufac	turers of steel
C.	
Importers of steel	
d.	
Domestic consume	ers of steel
e.	
Workers in the dom	estic steel industry
Правильные ответ	ы: 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 abov	re
d.	
New line	
e.	
New geography	
new geography	
Правильные ответ	ы: New line, New category
Parras 7	
Вопрос 7	
Балл: 4	
Marketing strategy	s a part of:
6	
С	
a.	
The functional stra	egy level
О	
b.	
	strata av Javal
The business-unit	trategy level
O	

The sorporate str	ategy level
0	
d.	
All three mentions	ed levels of strategies
Проридыций отро	et: The functional strategy level
правильный отве	Tr. The full choral strategy level
Вопрос 8	
Балл: 4	
Which of the follow	ving best explains China's success in exporting?
a.	
Steady stream of	FDI in China
. 🗆	
b.	
Close ties with Ja	oan
C.	ion in the world
Geographic locat	ion in the world
٦	
d. Low costs	
Low costs Правильные отве	ты: Low costs, Steady stream of FDI in China
Low costs  Правильные отве	ты: Low costs, Steady stream of FDI in China
Low costs  Правильные отве	еты: Low costs, Steady stream of FDI in China ges of NPS (Net Promoter Score) that is one of the most popular customer loyalty
Low costs  Правильные отве  Вопрос 9  Балл: 4  What are advanta metrics now?  а.	
Low costs  Правильные отве  Вопрос 9  Балл: 4  What are advanta metrics now?  а.	ges of NPS (Net Promoter Score) that is one of the most popular customer loyalty
Low costs  Правильные ответ  Вопрос 9  Балл: 4  What are advanta metrics now?  а.  It assesses the bear bear bear bear bear bear bear bea	ges of NPS (Net Promoter Score) that is one of the most popular customer loyalty havioral component of loyalty
Low costs  Правильные отве  Вопрос 9  Балл: 4  What are advanta metrics now?  а. It assesses the beat beat beat beat beat allows a compo	ges of NPS (Net Promoter Score) that is one of the most popular customer loyalty
Low costs  Правильные ответ  Вопрос 9  Балл: 4  What are advanta metrics now?  а.  It assesses the bear bear bear bear bear bear bear bea	ges of NPS (Net Promoter Score) that is one of the most popular customer loyalty havioral component of loyalty
Low costs  Правильные отве  Вопрос 9  Балл: 4  What are advanta metrics now?  а.  It assesses the bea b.  It allows a compo	ges of NPS (Net Promoter Score) that is one of the most popular customer loyalty havioral component of loyalty
Low costs  Правильные отве  Вопрос 9  Балл: 4  What are advanta metrics now?  а. It assesses the beat b. It allows a compound c. It is easy to use	ges of NPS (Net Promoter Score) that is one of the most popular customer loyalty havioral component of loyalty
Low costs  Правильные ответ  Вопрос 9  Балл: 4  What are advanta metrics now?  а.  It assesses the beaution in the composition of the composition	ges of NPS (Net Promoter Score) that is one of the most popular customer loyalty havioral component of loyalty
Low costs  Правильные ответ  Вопрос 9  Балл: 4  What are advantor metrics now?  а.  It assesses the bear in the component of	ges of NPS (Net Promoter Score) that is one of the most popular customer loyalty havioral component of loyalty ny to compare the average level of customer loyalty in an industry
Low costs  Правильные ответ  Вопрос 9  Балл: 4  What are advanta metrics now?  а.  It assesses the beta beta beta beta beta beta beta bet	ges of NPS (Net Promoter Score) that is one of the most popular customer loyalty havioral component of loyalty
Low costs  Правильные ответ  Вопрос 9  Балл: 4  What are advantor metrics now?  а.  It assesses the bear in the component of	ges of NPS (Net Promoter Score) that is one of the most popular customer loyalty havioral component of loyalty ny to compare the average level of customer loyalty in an industry

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

лл: 4	
ЛЛ: 4	
An internal client o	of a manufacturing company can be (there might be one or several correct
answers):	
_	
a. Logistics	
_	
□ o.	
s. Supplier	
C.	
 Wholesale compo	any
d.	
Sales	
_	
Травильные отве	еты: Logistics, Sales
прос 11	
лл: 4	
лл. 4	
What is the "outpu	ut" of such an operating system as a campus cafeteria?
	ut" of such an operating system as a campus cafeteria?
What is the "outpu	ut" of such an operating system as a campus cafeteria?
С	
ර a. Full up and satisfi	ut" of such an operating system as a campus cafeteria? ed students and teachers
ට a. Full up and satisfi ර	
C a. Full up and satisfi C o.	ed students and teachers
C a. Full up and satisfi C o. Served business l	ed students and teachers
C a. Full up and satisfi C o. Served business l	ed students and teachers
C a. Full up and satisfi C o. Served business l C	ed students and teachers unch
C a. Full up and satisfi C b. Served business I C c. There is no correc	ed students and teachers unch
C a. Full up and satisfi C b. Served business l C c. There is no correc	ed students and teachers unch
C a. Full up and satisfi C b. Served business l C c. There is no correct	ed students and teachers unch et answer
Ca. Full up and satisfi Ca. Served business I Ca. There is no correct Ca. All answers are ca	ed students and teachers unch et answer
C a. Full up and satisfi C b. Served business le C c. There is no correct d. All answers are co	ed students and teachers unch et answer
C a. Full up and satisfi C b. Served business le C c. There is no correct d. All answers are co	ed students and teachers  unch et answer  orrect
C a. Full up and satisfi C b. Served business le C c. There is no correct d. All answers are co	ed students and teachers  unch et answer  orrect
Ca. Full up and satisfication  Served business leads  Ca. There is no correct  Ca. All answers are can  Ea. Satisfied chefs an	ed students and teachers  unch et answer  orrect ed cashier
Ca. Full up and satisfication  Served business leads  Ca. There is no correct  Ca. All answers are can  Ea. Satisfied chefs an	ed students and teachers  unch et answer  orrect
Ca. Full up and satisfication  Served business leads  Ca. There is no correct  Ca. All answers are can  Ea. Satisfied chefs an	ed students and teachers  unch et answer  orrect ed cashier
Са. Full up and satisfi Co. Served business le Ca. There is no correct d. All answers are ca Ea. Satisfied chefs an	ed students and teachers  unch et answer  orrect ed cashier
Ca. Full up and satisfication  Served business leads  Ca. There is no correct  Ca. All answers are can  Ea. Satisfied chefs an	ed students and teachers  unch et answer  orrect ed cashier

The latter (DC) at the Assume (AADD Western de Con-
The letter 'R' in the terms 'MRP II' stands for:
O
a.
Resources
O
b.  Relationships
Relationships
O
C.
Requirements
O
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:
O
a.
Organization model of operating system without inventory.
0
b.
Organization model of operating system with up- and downstream inventory.
C C
C.
Organization model of operating system with downstream inventory.
O
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.
Troducto adapted to the percentage of another for the finational market.
O
α.
a. International Products
C
b.
Local Products
C

	to
Global produc	
O d.	
a. Multinational I	Products
Multinationari	Toducts
Правильный с	OTBET: Local Products
опрос 15	
алл: 4	
	e correct end of the statement: 'When the production process is based on the Just-In- the level of stock at the production area reaches':
О	
a. minimum leve	
	1
O b.	
zero	
C	
C.	
	of the previous period
_	
d C	
d. maximum lev	el
d.	el
d.	el
d. maximum lev	эl этвет: minimum level
d. maximum lev	
d. maximum lev Правильный с	
d. maximum lev Правильный с опрос 16	
d. maximum lev Правильный с опрос 16	
d. maximum lev Правильный с опрос 16	
d. maximum leven Правильный с опрос 16 алл: 4	TBET: minimum level
d. maximum leven Правильный с опрос 16 алл: 4	ответ: minimum level
d. maximum leven правильный с опрос 16 алл: 4  The are lift their chief with	TBET: minimum level
d. maximum leven правильный с опрос 16 алл: 4  The are like their chief with	TBET: minimum level
d. maximum leven Правильный со опрос 16 алл: 4  The are lift their chief with  а.	TBET: minimum level  Tely to work for a single company for a lifetime, moreover, to work overtime and favor great respect but theemployees change jobs quite more often.
d. maximum level правильный с опрос 16 алл: 4  The are lift their chief with а. French, Italian	TBET: minimum level  Tely to work for a single company for a lifetime, moreover, to work overtime and favor great respect but theemployees change jobs quite more often.
d. maximum leven правильный со опрос 16 алл: 4  The are lift their chief with а. French, Italian	TBET: minimum level  Tely to work for a single company for a lifetime, moreover, to work overtime and favor great respect but theemployees change jobs quite more often.
d. maximum leven правильный со опрос 16 алл: 4  The are like their chief with a. French, Italian b.	TBET: minimum level  Tely to work for a single company for a lifetime, moreover, to work overtime and favor great respect but theemployees change jobs quite more often.
d. maximum level правильный с опрос 16 алл: 4  The are lift their chief with a. French, Italian b. Japanese, US	TBET: minimum level  Tely to work for a single company for a lifetime, moreover, to work overtime and favor great respect but theemployees change jobs quite more often.
d. maximum leven правильный со опрос 16 алл: 4  The are lift their chief with a. French, Italian b. Japanese, US	TBET: minimum level  Tely to work for a single company for a lifetime, moreover, to work overtime and favor great respect but theemployees change jobs quite more often.
d. maximum leven правильный со опрос 16 алл: 4  The are like their chief with a. French, Italian b. Japanese, US c.	Rely to work for a single company for a lifetime, moreover, to work overtime and favor great respect but theemployees change jobs quite more often.
d. maximum level правильный с опрос 16 алл: 4  The are lift their chief with a. French, Italian b. Japanese, US c. French, Germa	Rely to work for a single company for a lifetime, moreover, to work overtime and favor great respect but theemployees change jobs quite more often.
d. maximum level правильный с	Rely to work for a single company for a lifetime, moreover, to work overtime and favor great respect but theemployees change jobs quite more often.
d. maximum level правильный с вопрос 16 балл: 4  The are lift their chief with a. French, Italian b. Japanese, US c. French, Germa	Rely to work for a single company for a lifetime, moreover, to work overtime and favor great respect but theemployees change jobs quite more often.

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Менеджмент (английский язык)
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.

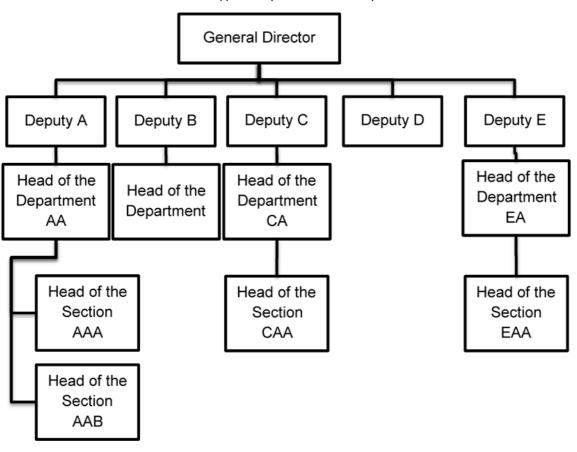


Figure 1. Organizational structure of management in a company

Ответ:

### Правильный ответ: 4

Вопрос **19** Балл: 4

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

O

a.

Operation system development depending on a strategy ('differentiation' vs. 'low costs')

C

b.

A creation of a completely new product that is not available from competitors

C

C.

New demand creation and its seizure

O

d.

Gaining a victory over all major competitors

O

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?
C
a.
Legal framework
O
b.
National business
C
C.
International business
o
d.
Globalisation
Правильный ответ: International business
Вопрос 21
Балл: 4
DdJIJ. 4
In your opinion, what are the most appropriate marketing tools to compete with hard discounters?
In your opinion, what are the most appropriate marketing tools to compete with hard discounters?
In your opinion, what are the most appropriate marketing tools to compete with hard discounters?
In your opinion, what are the most appropriate marketing tools to compete with hard discounters?
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.
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.
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.
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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.
П
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
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
The plant was expected the planning process is long-rup and applicable only for major etratosis

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

Менеджмент (английский язык) **Вопрос 24** Балл: 4 Please, choose the correct answer or answers about the following statement: 'Asset growth allows the company to increase its liquidity' 0 a. The statement is correct as a company can always sell assets and receive additional income. 0 b. The statement is incorrect as the assets increase slows down the speed of company's operations. 0 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. 0 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:

O

a.

Contract manufacturing

O

b.

Allience

0

C.

Licensing

0

d.

Joint venture

Правильный ответ: Licensing