

Вопрос **Инфо**

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

Вопрос 1

Балл: 3,00

Which type of marketing research includes the study of public reporting?

Выберите один ответ:

- a. Panel research
- b. Field study
- c. Longitudinal study
- d. Public survey
- e. Desk research

Правильный ответ:
Desk research

Вопрос 2

Балл: 4,00

Important factors for managing the interface between different internal and external R&D units

Выберите один или несколько ответов:

- a. Only cost issues

b.

Contractual regulations, especially regarding ownership and liability of results

c.

Involvement of sales team of the partners involved

Правильные ответы:

Contractual regulations, especially regarding ownership and liability of results,

Involvement of sales team of the partners involved

Вопрос 3

Балл: 4,00

Kenji Tanaka, an engineer from Toyota Motor Corp., recently travelled to Germany to discuss a possible collaboration with BMW. During the talks, he was surprised by the explicitness of the Germans. Sometimes all he got was a straightforward "no". This is because the Germans are a

culture.

Верный ответ:

Kenji Tanaka, an engineer from Toyota Motor Corp., recently travelled to Germany to discuss a possible collaboration with BMW. During the talks, he was surprised by the explicitness of the Germans. Sometimes all he got was a straightforward "no". This is because the Germans are a [Low-context] culture.

Вопрос 4

Балл: 3,00

The mode of entry into international business with least risk to the firm is

Выберите один ответ:

a.

Direct export

b.

Foreign direct investment

c.

Management contract

d.

Indirect export

e.

Contract manufacturing

Правильный ответ:
Indirect export

Вопрос 5

Балл: 3,00

The process of shifting production from a domestic to a foreign location is best known as

Выберите один ответ:

- a. Licensing
- b. Outsourcing
- c. Reshoring
- d. Contract manufacturing
- e. Offshoring

Правильный ответ:
Offshoring

Вопрос 6

Балл: 4,00

Which of the following is an example of the globalization of production?

Выберите один или несколько ответов:

- a. Hospitals outsource some radiology work to India
- b. Caterpillar sells earthmoving equipment in China
- c. An American company is building a manufacturing facility in India
- d. Boeing sells jet planes to firms in Japan
- e. Coca-Cola is localizing its soft drinks production worldwide

Правильные ответы:

Coca-Cola is localizing its soft drinks production worldwide,

An American company is building a manufacturing facility in India

Вопрос 7

Балл: 4,00

Advantages to outsource Research and Development activities are

Выберите один или несколько ответов:

a.

Cheap access to applicable solutions

b.

Complement internal resources with external competences

c.

Incentive for internal researchers to compete

Правильные ответы:

Incentive for internal researchers to compete,

Complement internal resources with external competences

Вопрос 8

Балл: 3,00

Definition of innovation is

Выберите один ответ:

a.

The terms "innovation" and "invention" have both the same meaning

b.

Innovation means a scientific discovery only

c.

Innovation means a discovery and its application and introduction to market

Правильный ответ:

Innovation means a discovery and its application and introduction to market

Вопрос 9

Балл: 4,00

What are the business benefits of using artificial intelligence in marketing?

Выберите один или несколько ответов:

-
- a.
Offering of recommendation services
-
- b.
Predicting currency exchange rates, helping to choose the right time to make financial transactions
-
- c.
Automatic purchase of goods
-
- d.
Creating creative concepts for advertising campaigns
-
- e.
Optimising the budget for advertising campaigns

Правильные ответы:

Optimising the budget for advertising campaigns,
Creating creative concepts for advertising campaigns,
Offering of recommendation services

Вопрос 10

Балл: 6,00

In the university canteen, a full lunch requires going through a series of processes, presented in the Table No 1, before being able to pay for it and go to satisfy hunger. The number of students that the canteen would be prepared to serve in a long break of half an hour would be

students.

Table 1. Process operations for forming and paying for a full lunch

Operation	Duration, seconds
Taking tray	2
Taking napkin and flatware	5
Taking salad	10
Requesting and receiving main course	60
Requesting and receiving second course	30
Taking bread	3
Pouring compote into a glass	15
Paying for lunch	25

Правильный ответ: 30

Вопрос 11

Балл: 3,00

The principle of organising a production process in which as much work as possible is done simultaneously to produce a product or provide a service is

Выберите один ответ:

- a. Simultaneous operation
- b. Synchronisation
- c. Parallelism
- d. Working in unison
- e. Perpendicularity

Правильный ответ:

Parallelism

Вопрос 12

Балл: 3,00

What is not an advantage for sellers to work on marketplaces?

Выберите один ответ:

- a. Different options for delivery and storage of goods
- b. Working on a marketplace without creating your own online shop
- c. A large audience of buyers
- d. The ability to receive money quickly for goods sold
- e. Control of prices for goods by marketplaces

Правильный ответ:

Control of prices for goods by marketplaces

Вопрос 13

Балл: 3,00

In which of the following modes of entry, the process of giving or getting permission to have, produce, or use something that another person or company has created or owns is known as

Выберите один ответ:

- a. Alliance
- b. Contract manufacturing
- c. Licensing
- d. ODM contract
- e. Joint venture

Правильный ответ:

Licensing

Вопрос 14

Балл: 4,00

Uncertainty in the innovation process

Выберите один или несколько ответов:

- a. With the use of systematic information collection and analysis uncertainties of innovation projects can be identified
- b. After starting innovation activities for a specified innovation project there is no uncertainty about the success of the project
- c. Innovation success is uncertain especially at the early stages of the innovation process', uncertainty is decreasing with progressing innovation process stages. There is no methodology to assess uncertainty

Правильные ответы:

Innovation success is uncertain especially at the early stages of the innovation process', uncertainty is decreasing with progressing innovation process stages. There is no methodology to assess uncertainty,

With the use of systematic information collection and analysis uncertainties of innovation projects can be identified

Вопрос 15

Балл: 3,00

Recent developments in innovation management is

Выберите один ответ:

a.

All innovation related activities are done internally by the companies

b.

Innovation activities are outsourced to low cost countries exclusively

c.

Crowd sourcing for project work is beginning

Правильный ответ:

Crowd sourcing for project work is beginning

Вопрос 16

Балл: 3,00

Technology intelligence

Выберите один ответ:

a.

Systematic technology intelligence includes continuous assessment of a broad range of information sources with regard to company own technology portfolio, emerging technologies, complementary and substitution technologies

b.

Technology intelligence is of secondary importance for R&D and technology management

c.

Technology intelligence is done analyzing patent databases only

Правильный ответ:

Systematic technology intelligence includes continuous assessment of a broad range of information sources with regard to company own technology portfolio, emerging technologies, complementary and substitution technologies

Вопрос 17

Балл: 6,00

6. An operation without which the good received or service rendered has no meaning is called

Правильный ответ: value

Вопрос 18

Балл: 4,00

What does not apply to generative artificial intelligence?

Выберите один или несколько ответов:

- a. Netflix recommendation system
- b. Midjourney
- c. ChatGPT
- d. Stable diffusion
- e. Google search algorithm

Правильные ответы:
Netflix recommendation system,
Google search algorithm

Вопрос 19

Балл: 6,00

What is the cost of attracting a client? The budget for the advertising campaign was 28 thousand rubles. As a result, 350 applications were received 20% of which were paid. Please, give only the number in your answer.

Ответ:

Правильный ответ: 400

Вопрос 20

Балл: 4,00

A higher tariff on imported cars would most likely benefit for

Выберите один или несколько ответов:

- a. Domestic manufacturers of cars
- b. Domestic consumers of cars
- c. Workers in the domestic automotive industry
- d. Foreign producers at the expense of domestic consumers
- e. Importers of cars

Правильные ответы:

Domestic manufacturers of cars,
Workers in the domestic automotive industry

Вопрос 21

Балл: 4,00

Internal customers of an operation system are

Выберите один или несколько ответов:

- a. A blood testing laboratory for a blood collection room in the clinic
- b. A merchandiser in the sales area of a grocery shop for a salesperson of the same shop
- c. A shop "Pyaterochka" for the X5Retail Group management company
- d. A blood collection room in the clinic for a blood testing laboratory
- e. A customer for a grocery shop

Правильные ответы:

A blood testing laboratory for a blood collection room in the clinic,

Вопрос 22

Балл: 5,00

Relate the process to the nature of the transformation process.

Dental treatment	<input type="text"/>
Attending a dental forum	<input type="text"/>
Production of dentures	<input type="text"/>
Travelling by intercity transport (to the dental forum)	<input type="text"/>
Buying denture components	<input type="text"/>

Верный ответ:

Relate the process to the nature of the transformation process.

Dental treatment	[Physiological transformation]
Attending a dental forum	[Informational transformation]
Production of dentures	[Physical transformation]
Travelling by intercity transport (to the dental forum)	[Location change]
Buying denture components	[Exchange]

Вопрос 23

Балл: 5,00

The base of operation system is a business process that changes inputs into outputs. Please, match elements of operation system with transforming and transformed resources.

Input	<input type="text"/>
Transformation process	<input type="text"/>
Output	<input type="text"/>

Верный ответ:

The base of operation system is a business process that changes inputs into outputs. Please, match elements of operation system with transforming and transformed resources.

Input	[Patient with toothache]
Transformation process	[Doctor]

Input

[Patient with toothache]

Output

[Patient with a healthy tooth]

Вопрос **24**

Балл: 3,00

Advertising expenses of companies are usually

Выберите один ответ:

-
- a.
5% of the net profit
-
- b.
Depending on the type of business
-
- c.
2-10% of the turnover
-
- d.
1% of the turnover
-
- e.
Depending on the turnover

Правильный ответ:

Depending on the type of business

Вопрос **25**

Балл: 6,00

The STP approach has 3 components among which are the following: segmentation,

and positioning.

Правильный ответ: targeting