

Вопрос 2

According to Ch. 21 of the Tax Code of the Russian Federation, the rates of value added tax differ for different objects of taxation. If the VAT rate for good B is changed from 18% to 10%, then the following changes will be observed in the market for good B (Choose one option):

- Equilibrium price and equilibrium volume will increase
- Equilibrium price will rise, equilibrium volume will fall
- Equilibrium price and equilibrium volume will decrease
- The equilibrium price will decrease, the equilibrium volume will increase

Вопрос 3

There are 6 buyers and 1 seller in the industry. This industry structure is called (Choose one option):

- monopsony
- limited monopoly
- oligopoly
- limited oligopsony
- monopoly

Вопрос 4

According to Ch. 21 of the Tax Code of the Russian Federation, the rates of value added tax differ for different objects of taxation. If the VAT rate for product A is changed from 10% to 18%, then the following changes will be observed on the market for product A (Choose one option):

- Equilibrium price and equilibrium volume will decrease
- The equilibrium price will decrease, the equilibrium volume will increase
- Equilibrium price will increase, equilibrium volume will decrease
- Equilibrium price and equilibrium volume will increase

Вопрос 5

For the market of some product A, the demand for this product: $D = 20 - 4 p$, the supply can be described by the function: $S = 2p - 4$.

Specify the numerical values of the following indicators

Equilibrium price Ответ ден.ед.

The volume of sales when the price is set at 2,5 mon. units Ответ un. of goods.

Consumer surplus in equilibrium Ответ mon. units.

Seller's revenue when the price is set at 2,5 mon. units Ответ mon. units

Вопрос 6

The reward is usually divided by: (choose 1 answer option):

- official and unofficial
- current and expected
- material and moral
- internal and external

Вопрос 7

At the organizational level of the study of organizational behavior, decision-making is considered as (Choose one option):

- The main mechanism for managing organizational behavior, which determines both the organizational climate and the performance of the organization
- Ability to take into account the individual capabilities of employees
- Condition for the development of employees
- Leader trust condition

Вопрос 8

What are the names of organizations that are characterized by a stable nature of production, a clear division of labor, a hierarchy of management, standardization of activities, the predominance of organizational values over personal ones (Choose one option)?

- Corporate organizations
- Edhocratic organizations
- Individualistic organizations
- Participatory organizations

Вопрос 9

Name the factor that is not the basic factor of group integration:

- Match views, positions
- De-individualization
- Emotional identification, i.e. belonging to the group
- Consistency of actions

Вопрос 10

Formal groups are formed: (choose 1 answer):

- Spontaneously
- To identify dissatisfaction with the leadership of the organization

- By interests and needs
- As a result of the vertical and horizontal division of labor

Вопрос 11

What is the management level (Choose one option) :

- Type of responsibility
- Level of subordination and responsibility
- Type of leadership
- Type of subordination

Вопрос 12

Delegation of authority can be defined as: (choose 1 answer):

- the way to motivate people to achieve the goal
- the set of employees of the management apparatus who are at the same management level
- the process by which leaders entrust part of their rights to subordinates, thereby increasing their power
- development of plans for the future

Вопрос 13

Operational management includes (Choose one option) :

- Approaching the organization as a self-developing organism
- Operational planning, accounting, control
- Analysis of external factors in the development of the organization

Вопрос 14

Plans of functional subdivisions include (Choose one option):

- Vertical integration plans
- Cost reduction plans
- Profit plans
- Branch network development plans

Вопрос 15

The decision-making process starts with: (select 1 answer):

- determining the person responsible for making decisions
- identify the problem
- setting management goals

- statement of the mission of the enterprise

Вопрос 16

In which school of management were management functions first identified? (choose 1 answer):

- School of scientific management
- School of human relations and school of behavioral sciences
- School of management science or mathematics school of management
- Administrative or classical school of management

Вопрос 17

The elements of organizational design include (Choose one option):

- Differentiation and Integration
- Concentration
- Diversification
- Stabilization

Вопрос 18

The basis of the adaptation solution is (Choose one option):

- Intuition
- Analogy with past successful actions
- Calculations and quantitative justification
- Knowledge, common sense

Вопрос 19

What management functions reflect the process of managerial labor (Choose one option) :

- Specific
- General
- Socio-psychological
- Binding

Вопрос 20

What type of management is characterized by a high level of centralization (Choose one option)?

- Liberal
- Democratic
- Intermediate
- Authoritarian

Вопрос 21

The main characteristics of the external environment does not include: (select 1 answer option):

- mobility
- unpredictability
- uncertainty
- complexity

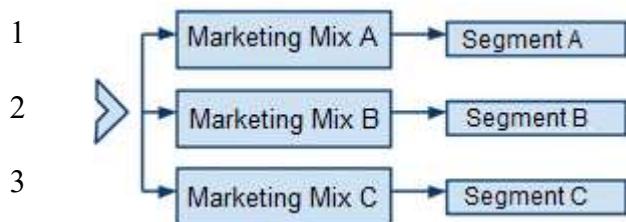
Вопрос 22

T. Levitt's attributive theory (The Total Product Concept) considers 4 levels of the product. Which of them includes what can distinguish this product from its market counterparts in terms of additional benefits associated with its acquisition and consumption. As customers become accustomed to these benefits, they cease to be considered optional and become part of the expected product (Choose one option):

- Expected product
- Generic product
- Potential product
- Augmented product

Вопрос 23

What strategies based on market segmentation does the company implement in the case of differentiated marketing? Write the scheme number Ответ



Вопрос 24

Modern marketing is, first of all, (Choose one option):

- A set of market analysis tools available primarily to large enterprises
- The architect of the consumer society, that is a market system where sellers exploit consumers commercially
- The style, method, concept of business management is consumer-oriented
- "Aggressive" sales, supported by aggressive advertising, sales promotion and pressure on the customer, able to "force the market to accept anything through powerful methods of communication" (J.-J. Lambin)

Вопрос 25

The administration of the "Vilka-Lozhka" restaurant chain is interested in developing service and improving the range of products in Yekaterinburg. Which of the methods is most suitable for solving this problem: (Choose one option)

- Standardized surveillance
- Poll by mail of Yekaterinburg residents
- Creating a competitive map
- Questionnaire survey of city residents
- Focus groups with regular customers

Вопрос 26

The hierarchy of consumer value according to F.Kotler is based on 5 levels of the product. On which level of it the companies add to the market offers the advantages that not only satisfy the consumer, but also delight him (for example, when a hotel guest finds a fruit bowl, a chocolate bar on a pillow, flowers in the room, etc.) (Choose one option):

- Expected product
- Generic product
- Potential product
- Core benefit
- Augmented product

Вопрос 27

Benetton's success is based on the development and correct use of a business strategy that assigns a competitive advantage to its products through its own value chain system, and as a result, the end consumer is offered a product of the highest value (J. Atkinson, I. Wilson, 2001). What concept of marketing organization is Benetton focused on (Choose one option):

- Production concept
- Societal marketing concept
- Product concept
- Marketing concept
- Selling concept

Вопрос 28

- ethical marketing concepts
- production improvement concepts
- the concept of intensifying commercial efforts
- concepts for product improvement

Вопрос 29

Determine what strategy Toyota followed with the Corolla, which was marketed as a new compact car with an 800cc (Publica) to 1500cc engine. (choose 1 answer):

- Positioning in terms of price / quality ratio
- Positioning according to the attribute (characteristic) of the product or the benefits of the consumer
- Positioning by use / application
- The "cultural symbol" or "territory" approach

Вопрос 30

The main difference between needs and requirements is (select option 1):

- Need affects marketing, but requirement does not
- Requirement matters more than need
- Need occurs when a person has a physiological feeling of lack of something, and the need is formed under the influence of cultural and individual characteristics of a person
- Requirement occurs when a person has a physiological feeling of lack of something, and the need is formed under the influence of the cultural and individual characteristics of a person

Вопрос 31

The administration of the coffee house in the city center "Coffee House No. 7" is interested in developing service and improving the range of products. Which method is suitable for solving this problem (Choose one answer):

- Questionnaire survey of city residents
- Focus groups with regular customers
- Standardized surveillance
- Poll by mail of city residents
- Creating a competitive map

Вопрос 32

The factors controlled by marketing managers - product, price, promotion and place — are (Choose one option) :

- Marketing program
- Marketing concept
- Factors of the marketing environment
- Elements of the marketing mix
- None of the above

Вопрос 33

The factor of the development of the organization in the Greiner model is (Choose one option) :

- Return on sales of the company
- Market growth rate
- Growth rate of an organization
- The level of hierarchy of the organization's structure

Вопрос 34

An industry competition analysis includes (Choose multiple answer options)

Выберите один или несколько ответов:

Determination of the main economic indicators characterizing the industry

Identifying the key factors of success or failure in competition

Assessment of the attractiveness of the industry from the point of view of prospects for making a profit above average

Determination of competitive forces in the industry and the degree of their influence

Distribution of market shares of companies

Determination of the directions of the transition of consumer preferences from standardized to differentiated goods and backwards

Вопрос 35

The elements of the strategy does not include (Choose one option):

- Steps defining how to manage key functions and activities
- Protective measures against actions of competitors and protection from external threats
- Actions for the use of new areas
- Steps to diversify the company's revenue base and joint entry into new businesses

Вопрос 36

A diversified growth strategy is (Choose one option) :

- A situation when a firm tries to improve its product or start producing a new one without changing the industry
- A situation when a firm cannot develop in the market with a given product, within a given industry
- A situation when a company gets or increases the control over suppliers or distributors
- A situation when a firm needs to regroup its forces, due to the need to improve efficiency, or when there is a change in the economy

Вопрос 37

The WACC indicator (weighted average cost of capital) DOES NOT determine (Choose one option):

- Minimum corporation profitability
- Discount rate when making an investment decision
- The cost of borrowed capital

Вопрос 38

When is an enterprise a net borrower (Choose one option)?

- Debit Debt = 100000, Credit Debt = 85000
- Debit Debt = 80000, Credit Debt = 85000

Вопрос 39

The differential of financial leverage is a value equal to (Choose one option):

- The difference between economic return on assets and return on equity
- The difference between the economic return on assets and the average calculated interest rate for the period under review
- Difference between unit and profit tax rate
- The difference between the income tax rate and the average calculated interest rate for the period under review

Вопрос 40

What is the criterion for a perfect financial market (Choose one option):

- Return on investment
- Number of professional participants
- No transaction costs
- Informativeness