

## **Voluntary test 15.4. 2019 BPH\_ABEC**

### **NAME:**

#### **1) Productivity is expressed as :**

- a) the ratio of output to inputs (factors of production) used in a production process,
- b) output per unit of input
- c) the maximum of produced goods and services

#### **2) Inbound logistic, Operations, Outbound logistic are:**

- a) support activities in the Porter's value chain
- b) primary activities in the Porter's value chain
- c) combination of both

#### **3) Principles of human relation school are:**

- a) Standard condition to ensure the task is more easily accomplished
- b) Attention focused on the work satisfaction
- c) manager use more accurate methods to motivate subordinates

#### **4) Main characteristic of family business are:**

- a) nepotism
- b) risk averse
- c) decentralization and autonomy

#### **5) Specifics of building and construction enterprises are:**

- a) Jobbing production on building site
- b) Long production cycle
- c) The product is intangible, production is moving

**6) SWOT analysis include these strategies:**

- a) S-O strategy
- b) S-W strategy
- c) T-O strategy

**7) Assumption of EOQ are:**

- a) Demand is known and constant, without seasonality
- b) Order processing costs are known and constant
- c) Cost per unit are constant

**8) Job or unit production means:**

- a) Customer oriented – customer requires single product made to his specifications
- b) Production often for stock
- c) Demand can be only broadly forecasting

**9) 4P in marketing mix means:**

- a) price, place, people, production
- b) product, PR, process, people
- c) product, place, price, promotion

**10) Rivalry among existing companies is higher when:**

- a) Where fixed costs are relatively high
- b) Where exit barriers are low.
- c) Where product differentiation is high

