



Уважаемый студент!

В 2018 году, комплексное тестирование для Внешней оценки учебных достижений студентов выпускных курсов группы специальностей направления «Социальные науки, экономика и бизнес - 1» будет проводиться по 4 дисциплинам.

При заполнении листа ответов соблюдайте порядок дисциплин по специальности, представленный в таблице.

Шифр специальности	Наименование специальности	Порядок дисциплин в секторах 6-9 листа ответов
5B051000	«Государственное и местное управление»	1. Маркетинг 2. Макроэкономика 3. Менеджмент 4. Теория государственного управления

1. Книжка-вопросник содержит тесты по дисциплинам:

1. Маркетинг
2. Макроэкономика
3. Менеджмент
4. Теория государственного управления

2. Время тестирования - 180 минут.

Количество заданий для тестируемого - 100 тестовых заданий.

3. Выбранный ответ нужно отмечать на листе ответов, путем полного закрашивания соответствующего кружка на секторе данного предмета.

4. Все необходимые расчеты можно производить на свободных местах книжки-вопросника.

5. Нужно внимательно заполнить все секторы титульного листа книжки-вопросника и все секторы листа ответов.

6. Студент после окончания тестирования должен сдать дежурному по аудитории: книжку-вопросник и лист ответов.

7. Строго запрещается:

- Производить обмен книжками-вопросниками;
- Выносить книжку-вопросник из аудитории;
- Пользоваться справочным материалом, словарем, калькулятором и мобильным телефоном.

8. В тестовых заданиях студент должен дать полный ответ, предполагающий выбор всех правильных ответов из числа предложенных вариантов ответов. При выборе полного ответа студент получает максимально 2 балла. За допущенную ошибку отнимается 1 балл. Ошибкой считается, если студент выбрал неправильный ответ или/и не выбрал правильный ответ.

Маркетинг

1. Definition of needs:

- A) Aren't permanent and it regularly changes
- B) Human wants that are backed by buying power
- C) Needs is a state of felt deprivation
- D) Something you don't owe now but desire to possess
- E) Something that you don't have now but desire to have

2. Interpretation of the meaning of a "marketing":

- A) market maker
- B) recruiting
- C) payment
- D) customers
- E) staff
- F) orders

3. The most appropriate definitions for primary data are:

- A) Data collected in the past
- B) Data obtained through published sources
- C) Information that already exist somewhere
- D) Data collected routinely as part of day-to-day operations
- E) Data originally obtained through surveys, interviews, direct observation
- F) Information that you collect yourself rather than getting somewhere else
- G) Information collected for the specific purpose at hand

4. Marketing research includes:

- A) managing people
- B) hiring a people
- C) making an advertising
- D) promotion
- E) gathering information

5. Hypothetical market structure may include:

- A) Market trainer
- B) Market lawyer
- C) Market challenger
- D) Market representative
- E) Market nichers
- F) Market celebrities
- G) Market accountants

6. Consumer behavior depends on the next psychological factors as well as:

- A) culture
- B) profession
- C) character
- D) family
- E) money
- F) microenvironment

7. Dissonance-reducing buying behaviour consumer buying behaviour in situations characterized by:

- A) Consumers are indifferent to company's products
- B) Medium consumer involvement
- C) Significant perceived brand differences
- D) Consumer's desire to search for alternative products
- E) Low consumer involvement
- F) High consumer involvement

8. Segmentation provides:

- A) transporting
- B) finding target market
- C) finding new markets
- D) satisfy competitors needs
- E) research
- F) good advertising
- G) shipping

9. Components of profitability criteria:

- A) product price
- B) amount of potential consumers
- C) efficiency of segment
- D) sales volume
- E) dividends from the share
- F) experience of staff

10. Industrial marketers use different methods for test marketing their new products:

- A) Trade shows
- B) Commercialization
- C) Trial tests
- D) Mock tests
- E) Distributor and dealer display rooms

11. Successful product policy provides:

- A) innovative product
- B) traditional product
- C) popular product
- D) low quality product
- E) the final product
- F) valuable product

12. The example of successful product policy:

- A) low quality product
- B) innovative product
- C) qualitative product
- D) the final product
- E) traditional product
- F) unknown product

13. Promotional pricing examples are:

- A) Allowances
- B) Time pricing
- C) Warranties and service contracts
- D) Low-interest pricing
- E) Customer-segment pricing

14. Under oligopolistic competition:

- A) The product offered by oligopolists can be uniform or non-uniform
- B) There is one seller and many buyers or one buyer and many sellers
- C) The market consists of many buyers and sellers trading over a range of prices rather than a single market price
- D) The market consists of many buyers and sellers trading in a uniform commodity
- E) The market consists of many buyers and sellers trading below the range of prices rather than a single market price

15. The features of indirect sales:

- A) expensive service
- B) direct moving of products
- C) high competition
- D) sales through agents
- E) participation of intermediaries
- F) direct connection with consumers
- G) producers often don't know the end customer

16. Retail stores come in all shapes and sizes, and new retail types keep emerging. They can be classified by one or more of five characteristics except:

- A) Corporate chain
- B) Controls of outlets
- C) Types of store cluster
- D) Consumer cooperative
- E) Amount service
- F) Commercial conglomerate
- G) Product line sold

17. The types of public relations:

- A) firm style
- B) sponsorship
- C) publicity
- D) free samples
- E) advertising
- F) critical
- G) innovative

18. In personal communication channels, a word-of-mouth influence, has considerable effect in many product areas. Examples would be:

- A) Neighbors
- B) Internal sources
- C) Consumer advocates
- D) Family members
- E) Distributors and suppliers

19. The corporate style includes:

- A) advertising
- B) budget
- C) size
- D) slogan
- E) logo
- F) trade mark

20. The sections of marketing plan:

- A) manage time
- B) analyze data
- C) define the rules
- D) conduct a meeting
- E) conduct a situation analysis
- F) strategize your market entry

21. Marketing plan divides according to the next features:

- A) conditions
- B) the content of the planning
- C) rules
- D) budget
- E) amount of participants
- F) type of strategy

22. The types of diversification strategy:

- A) focused diversification
- B) traditional diversification
- C) statistical diversification
- D) diversification
- E) conglomerative diversification

23. The choice of republic in the international marketing depends on the next factors:

- A) level of competitiveness
- B) name of republic
- C) location of republic
- D) number of cities
- E) return on investment

24. Additional non-tariff barriers for international companies:

- A) salary norms
- B) sanitary norms
- C) law
- D) technical requirements
- E) license
- F) rules
- G) embargo

25. Commercial organizations differs from non-commercial organizations by:
- A) focus on societal needs
 - B) focus on high profit
 - C) own interests
 - D) easy to control
 - E) difficult to control
 - F) social interests
 - G) non-commercial goals

**ТЕСТ ПО ДИСЦИПЛИНЕ
Маркетинг
ЗАВЕРШЕН**

Макроэкономика

1. Personal disposable income:

- A) Compensation of employees
- B) Savings + consumption
- C) Newly created cost per year
- D) $C + S$
- E) Personal earnings - individual taxes
- F) Income received by owners of economic resources
- G) Total quantity of incomes received by the population

2. Generalizing macroeconomic models are:

- A) The Cournot model
- B) IS-LM model
- C) The "Keynesian Cross" model
- D) Price leadership model
- E) Model "Game Theory"
- F) Model AD-AS

3. Macroeconomics does not study:

- A) Determinants of inflation
- B) Growth of total production in Kazakhstan
- C) Change in the prices for iron
- D) Dynamics of inflation
- E) The volume of demand and exports between Russia and Kazakhstan
- F) The unemployment rate in the country

4. Specific methods of studying macroeconomics are:

- A) Method of abstraction
- B) Aggregation
- C) Induction
- D) Aggregation and modeling
- E) Modeling
- F) Deduction

5. Public procurement of goods and services:

- A) Unemployment benefits
- B) Expenditures for the construction of new schools
- C) Monthly allowances for children
- D) Subsidies and benefits for the purchase of medicines
- E) Assistance from the state budget to single-parent families
- F) Pension payments

6. Which of the listed aggregate values is not used in determining the amount of national income:

- A) Pensions
- B) Import value
- C) Wages and salaries
- D) State transfer payments
- E) Interest paid by entrepreneurs for capital received on credit
- F) Corporate profit
- G) Price level

7. Supply shock is associated with:

- A) natural or manmade disasters
- B) changes in environmental legislation
- C) rise in the price of raw material resources
- D) change in money supply
- E) consumer welfare
- F) an increase in the velocity of money circulation

8. Aggregate demand does not include:

- A) Investment Demand
- B) Net imports
- C) Exchange rate
- D) Unemployment rate
- E) Investment demand and consumer demand

9. In the classical model:

- A) production volume is variable
- B) the economy is considered in the short-term period
- C) prices and wages are flexible
- D) the economy is considered in the long-run period
- E) the curve of AS is vertical

10. Household savings are:

- A) household deposits in commercial banks
- B) are represented by the function $S = -a + (1-b)(Y-T)$
- C) disposable personal income minus consumption
- D) income received at a certain period of time and used for purchase of securities
- E) total portfolio of assets of a family

11. The marginal propensity to consume is:

- A) The correlation between the change in consumption and the change in income, which caused it
- B) $MPC = \Delta C / \Delta Y$
- C) The ratio of aggregate consumption to aggregate income
- D) $APC = C / T$
- E) The ratio of an increment of savings per unit of an increment of disposable income

12. Average propensity to consume is:

- A) The amount of consumption in relation to an increment in income
- B) The amount of consumption in relation to the amount of savings
- C) An increment in consumption in relation to an increment in income
- D) An increment in consumption in relation to an increment in income
- E) $APS = S / Y$
- F) $APC = C / Y$

13. Which of the followings is not “Quasi money”:

- A) Credit cards
- B) Debit cards
- C) Travelers checks
- D) Bonds
- E) Shares

14. The main operations of commercial banks include:

- A) Issue of national currency into circulation
- B) Administration of loans
- C) Management of government debt and administration of budget
- D) Transfer and cashing in of money
- E) Purchase and sale of securities
- F) Storage of the country's gold and currency reserves
- G) Money stabilization operations

15. Monetary expansion assumes:

- A) reduction of the discount rate
- B) an increase in the discount rate
- C) reduction in distributed loans
- D) a decrease in the amount of credit per one loan debtor
- E) an increase in the bank reserve requirements

16. In the IS-LM model, an increase in Government Spending will lead to:

- A) An equilibrium of investments and savings
- B) An increase in the amount of income
- C) An increase in the rate of interest
- D) A decrease in the rate of interest
- E) A decrease in the amount of income
- F) A decrease in money supply
- G) Displacement of a part of investment expenditures

17. To construct the LM curve is used:

- A) investment curve
- B) the transaction of money demand curve
- C) the Laffer curve
- D) the curve of manufacturing capabilities
- E) Keynesian cross

18. During the phase of economic cycle recovery, one can observe:

- A) Increase in the amount of merchandising operations
- B) Increase in household income
- C) Exchange rate depreciation
- D) Emergence of the first signs of instability
- E) The collapse of consumer prices
- F) Decrease in the amount of merchandising operations
- G) Termination of economic growth

19. Who will be classified as unemployed:

- A) Pensioner
- B) Pupil
- C) Secretary who quit the job because she was not satisfied with the wage
- D) Locksmith who become unemployed because he moved to a new place of residence
- E) A criminal serving a sentence in prison

20. What are the determinants of the Oaken equation:

- A) Demand from the government
- B) Potential GDP
- C) The natural rate of unemployment
- D) Actual unemployment rate
- E) Consumer demand
- F) Net exports
- G) Investment Demand

21. The increase in government expenditures in an open economy with underemployment and floating exchange rate will lead to:
- A) Increase in net exports
 - B) Increase in exports
 - C) The appearance of the multiplier effect
 - D) Decrease in inflation
 - E) Growth in consumption
 - F) Decrease in investment
 - G) Decrease in exports
22. Stimulating fiscal policy in a small open economy:
- A) reduces the amount of national savings
 - B) leads to a decrease in disposable income
 - C) restrains consumption
 - D) stimulates consumption
 - E) reduces consumption
 - F) disposable income does not change
 - G) increases the amount of national savings
23. Assumptions when developing a small open economy:
- A) $I = f(r^* - r')$
 - B) $Y = F(K, L)$
 - C) $C = a + b$
 - D) $C = C(Y-T)$
 - E) $C = S + I(r)$
 - F) $I = I(r^*)$
 - G) $I = m + g'$
 - H) $Y = F(Y-T)$
24. At a system of freely floating exchange rates:
- A) The central bank revaluates the national currency
 - B) The Central Bank does not interfere with the establishment of the exchange rate
 - C) The central bank conducts interventions to maintain the announced exchange rate
 - D) The central bank devaluates the national currency
 - E) The exchange rate is established by balancing the supply and demand with the currency
 - F) The Central Bank sets the exchange rate

25. Factors of economic growth in R. Solow's model:
- A) Natural resources
 - B) Equitable distribution of income
 - C) Religious Tolerance
 - D) The capital
 - E) Stable exchange rate
 - F) Work
 - G) Scientific and technological progress
 - H) Political stability

**ТЕСТ ПО ДИСЦИПЛИНЕ
Макроэкономика
ЗАВЕРШЕН**

Менеджмент

1. Characteristics of bureaucratic organizations:

- A) authority from bottom to top
- B) more cooperation than commanding and controlling
- C) clearly defined authority
- D) few rules and procedures
- E) no records on administrative acts and decisions
- F) similar activities cannot be grouped together
- G) separation of management and ownership.

2. Advantages of face-to-face communication:

- A) one way
- B) slow feedback
- C) two-way
- D) fast feedback
- E) spontaneous

3. An SBU has a unique:

- A) currency
- B) organization structure
- C) competitors
- D) knowledge
- E) ecosystem

4. Porter suggests that a company can adopt one of three strategies:

- A) differentiation
- B) focus
- C) acquisition
- D) joint venture
- E) interest consideration
- F) non-discrimination

5. Define flat structure:

- A) a management structure characterized by an overall broad span of control and relatively few hierarchical levels
- B) a flat structure has an overall board span of management
- C) a management structure characterized by an overall narrow span of control and relatively few hierarchical levels
- D) a flat structure has an overall narrow span of control and more hierarchical levels
- E) a flat structure has a wide span, is horizontally dispersed, and has fewer hierarchical levels
- F) a flat structure has a wide span, is horizontally dispersed, and has more hierarchical levels
- G) a flat structure has an overall narrow span and more hierarchical levels

6. Functional structure is the grouping of positions into departments based on:

- A) leadership skills
- B) expertise
- C) demographic characteristics
- D) team work
- E) qualification
- F) gender

7. Process theories of motivation:

- A) Maslow hierarchy needs' theory
- B) A two-factor approach to motivation
- C) ERG theory
- D) Three-Dimensional Theory of Attribution
- E) Equity theory
- F) Taylor's theory of scientific management
- G) Expectancy theory
- H) Goal-setting theory

8. Content theories of motivation:

- A) A two-factor approach to motivation
- B) Expectancy theory
- C) Goal-setting theory
- D) ERG theory
- E) Maslow hierarchy needs' theory
- F) Equity theory
- G) Three-Dimensional Theory of Attribution
- H) Taylor's theory of scientific management

9. Three categories of management skills for managing a department or an organization:

- A) Horizontal
- B) Efficient
- C) Human
- D) Conceptual
- E) Vertical
- F) Effective
- G) Functional

10. The functions of management on Leading:

- A) motivate entire departments
- B) communicating goals to employees
- C) maintain performance
- D) make amendments
- E) assigning tasks
- F) measuring performance
- G) allocating tasks

11. The functions of management on Organizing:

- A) across the organization
- B) grouping tasks into departments
- C) setting goals
- D) monitoring employees, activities
- E) measuring performance
- F) motivate employees
- G) make corrections
- H) assigning tasks

12. The functions of management on Controlling:

- A) setting objectives
- B) attaining goals
- C) monitoring progress
- D) communicating goals
- E) assign responsibility
- F) implementing changes
- G) delegating tasks
- H) measuring performance

13. The most common types of facilities layout:

- A) Cellular
- B) Technology
- C) Service
- D) Integrating
- E) Separable
- F) Variable Position

14. The central elements of a management information system are:

- A) Administrative System
- B) Sales System
- C) Organizational System
- D) Groupware System
- E) Decision Support System
- F) Executive Information System

15. Disadvantages of virtual teams:

- A) Communication, can be easily subject to misinterpretation by the receiver
- B) The increased speed of communication
- C) Ability to solve a particular problem
- D) Ability to exploit a specific strategic opportunity
- E) Trust among groups may be very difficult to develop
- F) Decreased costs in meeting together
- G) Supervision may be more difficult than in a typical group

16. Three common dysfunctions of Teams:

- A) Lack of trust
- B) Lack of commitment
- C) Results Orientation
- D) Trust
- E) Healthy conflict

17. Features of avoiding conflict management style:

- A) an assertive and forceful way
- B) highly likely to have a lag in performance
- C) ineffective when applied to more serious issues
- D) smooth way to conflict resolution
- E) its solution may give rise to resentment
- F) highly likely to suffer from groupthink

18. Features of compromising conflict management style:

- A) make some concessions to the other party
- B) avoiding the conflict rather than to deal with it
- C) enables each party to achieve its interests
- D) accommodate the needs of the other party
- E) persuades the other party to abandon his or her objectives
- F) appropriate when values or principles are the source of the conflict

19. Three critical innovation strategies for changing products and technologies:

- A) ignorance
- B) ambiguity
- C) exploration
- D) resistance
- E) entrepreneurship
- F) avoidance

20. Define the middle managers below:

- A) office manager
- B) functional manager
- C) customer service manager
- D) director of organization
- E) department head
- F) director of research
- G) line manager

21. Which types of managerial roles are characterized below:

Scan reports/maintain personal contacts; send letters/make phone calls; transmit information to outsiders:

- A) disseminator
- B) monitor
- C) liaison
- D) figurehead
- E) negotiator
- F) spoke sperson
- G) disturbance handler

22. High-performance culture:

- A) it is based on a solid organizational mission or purpose
- B) it encourages individual employee ownership of both bottom-line results and the organization's technical backbone
- C) it is represented by quadrant c organizations
- D) it embodies shared cultural values that helps employees to make right choice
- E) it is based on governmental rules that directly effects on organization's decision making process
- F) it encourages individual employee ownership of both bottom-line results and the organization's cultural backbone

23. The assumptions are elated to the classic model of decision making:

- A) The decision maker operates to accomplish goals that are known and agreed on
- B) Problems are not formulated and defined
- C) The decision maker selects the alternative that will maximize the economic return to the organization
- D) The first aim of the decision maker is to direct the problem to Top management
- E) The decision maker strives for conditions of certainty, gathering complete information

24. Choose the characteristics of nonprogrammed decision:

- A) Situation is poorly defined and largely unstructured
- B) Situation has important consequences for the organization
- C) Situation has occurred enough to create rules
- D) Randomly choose alternatives
- E) Decision may be applied in the future
- F) Situation is unique

25. Perfect examples to "advertising slugfest":

- A) M&M's and Harley-Davidson
- B) Nintendo and Sony
- C) Netflix and Enron
- D) Pepsi and Coke
- E) Netflix and Blockbuster

ТЕСТ ПО ДИСЦИПЛИНЕ

Менеджмент

ЗАВЕРШЕН

Теория государственного управления

1. Management is:

- A) sphere of intellectual activity of people
- B) the regulating impact of people on own, public, collective and group activity which is carried out through specially created structures (self-organization)
- C) sphere of practical activities of people
- D) the organizing impact of people on own, public, collective and group activity which is carried out through specially created structures
- E) the regulating impact of the state on public activity of people

2. Properties of state management which are inherent only to:

- A) systemacity
- B) independence
- C) economic activity
- D) investment activities
- E) prevalence on all society

3. Type of the Supreme power:

- A) government
- B) monarchy
- C) parliament
- D) democracy
- E) aristocracy

4. Formation of state policy:

- A) organizational
- B) activity and practical
- C) regulating
- D) social and psychological
- E) monitoring
- F) control
- G) state and legal

5. The state differs on the following signs:

- A) is Supreme
- B) on a political regime
- C) on self-determination
- D) is federal
- E) on a source and the sovereign carrier
- F) on independence
- G) is unitary

6. The functions of state management and administrative issues divided into two (general and specific). Find general functions:

- A) programming
- B) organization
- C) monitoring
- D) monitoring resources
- E) planning
- F) design
- G) forecasting

7. There are internal and external functions depending on issues such as internal and international affairs. So, point out external functions:

- A) global cooperation
- B) esthetic
- C) innovative
- D) investment
- E) ethical

8. The traditional model of bureaucracy:

- A) scanty salary
- B) subordination
- C) interrelation between levels of management
- D) reporting
- E) absence at officials of any personal or corporate guarantees from any dismissals

9. Aspects of public administration:

- A) specific
- B) hierarchical
- C) bidirectional
- D) conceptual
- E) linearly - staff
- F) social and political

10. Representative bodies are engaged in:

- A) adoption of law as regulator of public work
- B) legal issues
- C) development and adoption of law
- D) acceptance of citizens
- E) ethical standards
- F) adoption of law as government tool

11. Organizational foundations of public administration structures are:

- A) program and target basis
- B) linear basis
- C) simple basis
- D) administrative basis
- E) logical basis
- F) selective basis
- G) functional basis

12. Obligatory properties of public administration:

- A) performance of concrete functions of management
- B) increase in level of public administration
- C) systemacity of public administration
- D) creation of program goals management
- E) development of new structures of management

13. The mechanism of public administration reflects interrelation of three parties:

- A) existence of a lobby
- B) organizational and structural system
- C) existence of many enterprises
- D) existence of a set of divisions
- E) the operating impact on public system
- F) existence of imperious and administrative powers

14. Indicators of economic growth are:

- A) social
- B) political
- C) timely
- D) statistical
- E) quantitative

15. As participants of administrative legal relationship act implies:

- A) institutions
- B) public authorities
- C) legal entities
- D) citizens of the country
- E) people
- F) individuals
- G) children

16. Treat methods of legal regulation:

- A) dispositive regulation
- B) beliefs
- C) permission
- D) positive holding liable
- E) prohibition
- F) coercion

17. The structurally functional principles include:

- A) long-term
- B) legal fixing of administrative functions
- C) all-methodological
- D) proportional
- E) short-term
- F) perspective

18. The validity and effectiveness of public administration goals decide coherence appropriate resources:

- A) natural
- B) material
- C) intellectual
- D) financial
- E) innovative
- F) labor
- G) resource

19. The mechanism of administrative and legal regulation includes the following means:

- A) contracts
- B) orders
- C) subordination of legal entities to instructions
- D) decrees
- E) instructions
- F) normative documents

20. Methods of administrative activity are:

- A) a way, reception for achievement of the goals of regulation
- B) set of the precepts of law, governing the property relations of the state
- C) activization and activities of the person from public authorities
- D) a way, reception for achievement of the goals of management
- E) receptions, ways, activities of the person from public authorities
- F) receptions, ways, operations, stimulation, activization and activities of the person from public authorities

21. Forms of administrative activity:

- A) a way, reception for achievement of the goals of management
- B) a way, reception for achievement of the goals of regulation
- C) instruments of achievement of goals and tasks
- D) set of the precepts of law governing the property relations of the state
- E) external, constant and typified-fixed expressions (manifestations) of practical activity of public authorities on formation and realization of the administrative purposes and functions and ensuring their own activity
- F) the ways which are carried out in a certain sequence
- G) external expressions (manifestations) of public authorities practical activity and realization of the administrative purposes

22. The management efficiency is defined by analytical or expert methods on the comparison of values. There are several main types of estimates of public adminis

- A) assessment of success of the country
- B) assessment of results
- C) literacy level assessment
- D) assessment of consequences
- E) assessment of health of the nation
- F) assessment of transparency of the made decisions
- G) assessment of a condition of medicine

23. Activity of the operating subject has to be open for society. The publicity (ope includes the following kinds of activity of the operating subject:

- A) regular publication of the official documents characterizing activity of public authorities of all levels
- B) public discussion of drafts of target programs of national and regional levels
- C) relevance
- D) publicity
- E) adherence to principles
- F) control of activity of the operating bodies

24. The social mission of imperious and administrative activies in public authority comes down from the following functions:

- A) social
- B) social and political
- C) organizing, providing execution of the made decisions
- D) guarding, consisting in providing law and order
- E) regulatory, connected with adoption of regulations, rules of conduct of people

25. Sovereignty of the Republic of Kazakhstan:
- A) means publicity
 - B) means freedom
 - C) means brotherhood
 - D) extends to all her territory
 - E) provides inviolability of the territory
 - F) means equality

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