



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
5B050700	«Менеджмент»	1. Экономическая теория 2. Макроэкономика 3. Маркетинг 4. Менеджмент

1. Книжка-вопросник содержит тесты по дисциплинам:
 1. Экономическая теория
 2. Макроэкономика
 3. Маркетинг
 4. Менеджмент
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.

Экономическая теория

1. The normative approach means that during the study of economic phenomena:

- A) the patterns of economic relations development at the national level
- B) but they must be able to be tested and proved or disproved
- C) it is necessary to describe them as they should be
- D) is designed to give a description of the phenomena as they really are
- E) that economic theory is designed to be subjective and value based
- F) opinion based, so they cannot be proved or disproved

2. Distinctions within economic theory include:

- A) Positive Economics
- B) Normative Economics
- C) Supply theory
- D) Firm theory
- E) Utility theory
- F) Demand theory
- G) Human behavior theory

3. Three main tasks of any society:

- A) For whom to produce?
- B) What to consume?
- C) Who will produce?
- D) What to produce?
- E) How to consume?

4. The followings are not the main factors of production process:

- A) Entrepreneurial ability
- B) Capital
- C) Equipment
- D) Price
- E) Entrepreneurship

5. The factors of production include:

- A) Price and rate
- B) Entrepreneurship
- C) Supply, Demand
- D) Economic categories
- E) Land, labor

6. The main factors of production process:

- A) Supply
- B) Price
- C) Equipment
- D) Human
- E) Land
- F) Demand

7. GDP can be measured as:

- A) value of goods produced in the economy in a given period of time
- B) sum of incomes earned in the economy during given period of time
- C) market value of goods produced in the economy in a given period of time by countries representatives
- D) total value of final goods produced by country residents in a give period of time
- E) sum of money circulating in the economy in a given period of time

8. A nation or entity that is self-sufficient:

- A) Autarky
- B) Open economy
- C) Industry
- D) Firm
- E) Commercial Bank
- F) Closed economy

9. The tax-compliance cost for small business is usually a much larger fraction of revenue than for large businesses. This is the case because:

- A) small firms are subject to the same tax laws as large firms
- B) to arise government officers salaries
- C) to increase government expenditures
- D) the complexity of the tax laws are usually not reduced for small businesses
- E) to decrease government revenues
- F) good tax education in university
- G) to decrease public organizations expenditures

10. A demand curve shows the relationship between:

- A) price and income
- B) income and quantity demanded
- C) price and output
- D) price and supply
- E) quantity demanded
- F) price

11. Now can market increase the gasoline's price leading:

- A) increase in demand
- B) no change in demand
- C) no change in supply
- D) increase in supply
- E) higher sales
- F) decrease of price

12. Marginal cost equals:

- A) total output –total input
- B) change in variable costs divided by change in quantity produced
- C) the slope of total revenue
- D) slope of total cost curve
- E) change in total costs divided by change in quantity produced

13. Following characteristics of competitive markets, firms as price takers:

- A) Sellers are price setters
- B) One seller
- C) Firms can freely enter or exit the market
- D) Less information about product
- E) In a market many sellers and goods offered for sale are closely same
- F) Many sellers

14. For a firm in a perfectly competitive market the price of the good is always equal to:

- A) quantity supplied
- B) equilibrium market price
- C) total and marginal revenue
- D) equilibrium market quantity
- E) quantity demanded
- F) total revenue

15. The following is the formula for calculating the Total cost:

- A) $AC = TC/Q$
- B) $MC = TC/Q$
- C) $TC = MPL \cdot L + MPk \cdot K$
- D) $VC = TC - FC$
- E) $TC = MC \cdot Q$
- F) $TC = FC + VC$
- G) $(AVC + AFC) \cdot Q$

16. OPEC can be classified as a:

- A) corporations
- B) a cartel
- C) private citizens
- D) foreign citizens
- E) a group of oligopolists
- F) a group whose concern is to control production levels of oil
- G) market

17. In reality these two countries may have a hard time keeping arms levels at the social optimal level due to which of the following reasons:

- A) They may have trouble agreeing on the level of allowable arms
- B) They both want to increase their world power
- C) There is always tension between cooperation and self-interest in a cartel
- D) A group whose concern is to control production levels of oil
- E) Both countries have incentives to cheat on the agreement

18. Increase in the gross revenue of a firm produced by selling one additional unit of output:

- A) Profit
- B) Additional unit revenue
- C) Results from the sale of one additional unit of output
- D) Marginal revenue
- E) Marginal revenue product

19. The Second type of proportion in National Economy include:

- A) A type of country' policy
- B) Interbranch proportions
- C) A type of macroeconomics
- D) A type of microeconomics
- E) Regional proportions
- F) Characterize the structure of the economic area
- G) Complicated financial system

20. The correct aggregate demand and aggregate supply model:

- A) CPI will decrease but it cannot affect country's aggregate supply
- B) GNP increases can rise aggregate demand
- C) Money market is absolutely away from goods market
- D) The price level adjusts to bring aggregate demand and supply into balance
- E) GDP and aggregate demand do not have relationship
- F) Unexpected changes in inflation rate cannot change aggregate demand

21. The multiplier **effect** occurs when:

- A) An initial injection into the economy causes a bigger final increase in income
- B) The expansion money supply that results from banks being able to lend
- C) Investment levels stay the same
- D) The rate of economic growth stays the same
- E) Investment tends to be less volatile than economic growth
- F) An endogenous variable changes in response to a change in exogenous variable
- G) If GDP falls, investment spending will not fall very significantly

22. An economic situation in which all available labor resources are being used in the most efficient way possible:

- A) Natural unemployment
- B) The amount of skilled and unskilled labor can be employed in an economy
- C) Any acceptable level of unemployment above 0%
- D) Frictional unemployment
- E) Full employment
- F) Unemployment
- G) Any acceptable level of unemployment above 50%

23. Cost of inflation is:

- A) Shoeleather costs
- B) Value income tax
- C) GNP growth rate
- D) GDP growth rate
- E) CPI growth rate

24. A stabilization policy is a macroeconomic strategy:

- A) largely based on the ideas of British economist John Maynard Keynes
- B) includes monitoring the business cycle in the economy
- C) to keep economic growth stable, along with price levels and unemployment
- D) government spending policies that influence macroeconomic conditions
- E) the government might decide to increase its own spending
- F) includes adjusting benchmark interest rates to control aggregate demand
- G) governments could change economic performance by adjusting tax rates

25. Following for explanation why production rises in many years:
- A) Decrease in government transfers
 - B) Increases in the capital stock
 - C) Unexpected changes in inflation rate
 - D) CPI will decrease
 - E) Increases in the labor force
 - F) Increases in technology

**ТЕСТ ПО ДИСЦИПЛИНЕ
Экономическая теория
ЗАВЕРШЕН**

Макроэкономика

1. GNP is not measured by:

- A) added value
- B) the method of induction
- C) expenditures
- D) the method of scientific abstraction
- E) production method
- F) the method of deduction

2. In a closed economy:

- A) $GDP > GNP$
- B) $Y = C+I+G$
- C) $GDP < GNP$
- D) $GNP = NNP$
- E) Investments should be equal to national savings
- F) $Y=C+I+G+X_n$
- G) $GDP = GNI$

3. Personal disposable income:

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

4. Macroeconomics does not study:

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

5. Methods of calculation of GDP by:

- A) marginal cost
- B) gross profit
- C) fixed production expenses
- D) added value
- E) income
- F) accounting income
- G) economic profit

6. Public procurement of goods and services:

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

7. Aggregate demand includes:

- A) Demand from the government
- B) Net exports
- C) Exchange rate
- D) Unemployment rate
- E) Net imports
- F) Tax rate

8. Aggregate demand does not include:

- A) Investment Demand
- B) Exchange rate
- C) Net exports
- D) Unemployment rate
- E) Consumer demand

9. The horizontal section of the AS curve:

- A) Indicates a negative relationship between volume of production and the level of the prices
- B) Indicates a negative relationship between volume of production and level of unemployment
- C) Characterizes the economy of underemployment
- D) Reflects the view of the classical School
- E) Describes the behavior of the economy in the long-run period

10. The marginal propensity to consume is:

- A) The ratio of an increment of consumer expenditures per unit of an increment of disposable income
- B) $MPC = \Delta C / \Delta Y$
- C) $APC = C / T$
- D) A curve that characterizes the amount of consumer expenditure at a given level of income
- E) The ratio of aggregate consumption to aggregate income
- F) The correlation between the change in consumption and the change in income, which caused it

11. Average propensity to consume is:

- A) The share of disposable income that households spend on consumer goods and services
- B) An increment in consumption in relation to an increment in income
- C) An increment in consumption in relation to an increment in income
- D) $APC = C / Y$
- E) The amount of consumption in relation to an increment in income

12. Average propensity to save is:

- A) the amount of savings in relation to the amount of consumption
- B) the amount of savings in relation to an increment of income
- C) An increment of savings in relation to an increment of income
- D) $APS = S / Y$
- E) The share of disposable income that households save

13. To stimulate the economy during a recession, the Central Bank uses tools:

- A) Allocation of subsidies for business development
- B) Change in tax rates
- C) A change in the legal reserve requirements downwards
- D) A change in the discount rate downwards
- E) Payment of benefits
- F) Operations in the open market - purchase of government securities in the open market

14. What are the consequences of an increase of the supply of money by the National Bank:

- A) Decline in inflation
- B) Revival of the economy
- C) Decrease in investments
- D) Interest rate rise
- E) Interest rate reduction
- F) Unemployment growth
- G) Increase in investments

15. The main operations of commercial banks include:

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

16. When IS curve shifts to the right?
- A) If both taxes and government expenditures increase
 - B) If unemployment increases
 - C) If taxes reduce
 - D) If taxes increase and government expenditures reduce
 - E) If government expenditures reduce
 - F) If the risk of investing reduces and investors expect more profit on investments
 - G) If net exports increase
17. The curve IS reflects the:
- A) Relationship between the level of prices and the amount of produced national income
 - B) Relationship between the interest rate and the level of national income that arises in the money market
 - C) Equilibrium in commodities and monetary markets
 - D) Ratio of the interest rate and the level of national income, at which equilibrium in commodity markets is provided
 - E) Equilibrium in the market of benefits
 - F) Relationship between the level of prices and the aggregate expenditure of society
 - G) Equilibrium in the monetary market
18. During the phase of economic cycle recovery, one can observe:
- A) Increase in household income
 - B) Increase in the amount of merchandising operations
 - C) Exchange rate depreciation
 - D) Reduction of unemployment
 - E) Termination of economic growth
19. Who will be classified as unemployed:
- A) A student who has just graduated from a university
 - B) Locksmith who become unemployed because he moved to a new place of residence
 - C) Pensioner
 - D) Pupil
 - E) Secretary who quit the job because she was not satisfied with the wage
20. The least affected by unanticipated inflation are those who:
- A) Kept cash on hand at home
 - B) Held their savings in goods, the prices for which have grown most
 - C) Borrowed money to a neighbor when the prices were lower
 - D) Became a debtor when prices were lower
 - E) Held their savings on deposits in foreign currency

21. Stimulating fiscal policy in a small open economy:

- A) reduces the amount of national savings
- B) reduces consumption
- C) increases the amount of national savings
- D) leads to a decrease in disposable income
- E) disposable income does not change
- F) restrains consumption

22. The increase in government expenditures in an open economy with underemployment and floating exchange rate will lead to:

- A) Increase in net exports
- B) The appearance of the multiplier effect
- C) Decrease in exports
- D) Decrease in investment
- E) Increase in exports
- F) Decrease in inflation

23. Assumptions when developing a small open economy:

- A) $I = m + g'$
- B) $C = S + I(r)$
- C) $Y = F(K, L)$
- D) $C = a + b$
- E) $I = f(r^* - r')$
- F) $I = I(r^*)$
- G) $Y = F(Y-T)$
- H) $C = C(Y-T)$

24. At a system of freely floating exchange rates:

- A) The central bank revaluates the national currency
- B) The Central Bank sets the exchange rate
- C) The depreciation of the national currency is called the depreciation of the currency
- D) The central bank devaluates the national currency
- E) The central bank undertake the obligation to maintain a constant exchange rate
- F) The exchange rate is established by balancing the supply and demand with the currency
- G) The central bank conducts interventions to maintain the announced exchange rate

25. Factors of economic growth in R. Solow's model:

- A) Scientific and technological progress
- B) Political stability
- C) Natural resources
- D) Work
- E) Stable exchange rate
- F) The capital
- G) Religious Tolerance
- H) Equitable distribution of income

**ТЕСТ ПО ДИСЦИПЛИНЕ
Макроэкономика
ЗАВЕРШЕН**

Маркетинг

1. Goods are:

- A) materials
- B) shipping
- C) pricing
- D) food
- E) tools

2. Marketing involves the next activities:

- A) activities necessary to get a product from supplier to manufacturer
- B) activities necessary to get a product from manufacturer to consumer
- C) activities necessary to get a product from seller to customer
- D) activities necessary to get a product from consumer to sponsor
- E) activities necessary to get a product from manufacturer to customer

3. The features of primary research is to:

- A) find out information from foreign bases
- B) increase a quantity of staff
- C) find out information from Internet
- D) find out new information
- E) take costs on research

4. Components of the marketing research report:

- A) introduction
- B) last part
- C) results
- D) definition
- E) conclusion
- F) strategy
- G) plan

5. Factors and forces of economical environment:

- A) war
- B) buying power
- C) culture of people
- D) inflation
- E) world crisis

6. Social-cultural factors which affect to consumer behavior:

- A) mood
- B) family
- C) status
- D) character
- E) culture
- F) type of person

7. In the purchase decision process buyers perform the following role:

- A) Their major role is selecting vendors & negotiating
- B) They may help shape product specification
- C) Affect the buying decision
- D) Members who use products or services
- E) Provide information for evaluating alternatives
- F) Approve or select the final suppliers

8. Components of segmentation:

- A) consumption
- B) trading
- C) positioning
- D) research
- E) sales
- F) segmentation
- G) purchasing

9. The process of segmentation includes:

- A) selecting the target segment
- B) positioning of product
- C) modern level
- D) make a budget
- E) segmentation of competitors

10. Major sources of new-product ideas include:

- A) Marketing strategy
- B) Diversification
- C) Internal sources
- D) Competitors
- E) Customers
- F) Marketing mix
- G) Product development

11. Contractual VMS (vertical marketing systems) is divided into:

- A) Corporate
- B) Contractual
- C) Manufacturer-sponsored wholesaler
- D) Wholesaler-sponsored voluntary chains
- E) Retail cooperatives
- F) Franchise organizations
- G) Manufacturer-sponsored retailer

12. Franchise organizations in VMS (vertical marketing systems) consist of:

- A) Contractual
- B) Service-firm sponsored retailer
- C) Corporate
- D) Retail cooperatives
- E) Franchise organizations
- F) Administrative

13. Factors that affect to price strategy:

- A) competitiveness
- B) package
- C) advertising
- D) service
- E) manager
- F) research

14. A pure monopoly consists of one seller. The seller can be:

- A) An international monopoly
- B) A private regulated monopoly
- C) A non-regulated monopoly
- D) An economic monopoly
- E) A global monopoly
- F) A government monopoly
- G) A limited monopoly

15. The levels of channels:

- A) high level channel
- B) three level channel
- C) two level channel
- D) five level channel
- E) low level channel
- F) medium level channel
- G) big level channel

16. The factors affecting the choice of sales channel:

- A) salary
- B) mood
- C) advertising
- D) quality of products
- E) high level of selling

17. In putting the message together, the marketing communicator must solve three problems:

- A) Sales
- B) Product
- C) Content
- D) Format
- E) Marketing expenditures
- F) Cash flow

18. Responsibilities of sales persons:

- A) search potential suppliers
- B) service after sale
- C) buying
- D) selection of potential competitors
- E) accounting
- F) selection of potential suppliers

19. The tools of advertising:

- A) A company
- B) Money
- C) A radio
- D) A room
- E) TV
- F) A newspaper

20. The stages of marketing planning process:

- A) formation of the goal
- B) tactical analysis
- C) the program of presentation
- D) formation of advertising
- E) innovative analysis

21. The levels of product planning process:

- A) formation of the goal
- B) the program of presentation
- C) financial analysis
- D) innovative analysis
- E) formation of advertising
- F) the program of marketing
- G) tactical analysis

22. Models which not exist in strategic marketing:

- A) ADL matrix
- B) BCG matrix
- C) Ansoff matrix
- D) strategic model of Porter
- E) “product\price opportunities” strategy
- F) now-how matrix

23. The stages of development of international marketing:

- A) temporary marketing
- B) exhibition
- C) innovative marketing
- D) research
- E) international marketing
- F) traditional export
- G) global marketing

24. The main reasons of international marketing:

- A) high competition
- B) innovations
- C) financial problems
- D) market filling
- E) local people
- F) demand for goods

25. The factors of service quality:

- A) innovative
- B) modern
- C) responsibility
- D) reliability
- E) economical

ТЕСТ ПО ДИСЦИПЛИНЕ
Маркетинг
ЗАВЕРШЕН

Менеджмент

1. Major contributors of Administrative Principles approach:

- A) Frederick Taylor
- B) Adam Smith
- C) Henry Fayol
- D) Max Weber
- E) Sun Tsu
- F) Chester I. Barnard
- G) Mary Parker Follett

2. Advantages of decentralized communication network:

- A) inaccurate for complex problems
- B) all information are restricted to one person
- C) communicate through a single individual
- D) less accurate for simple problems
- E) decision making through a single individual

3. Mark terms that related to the BCG Matrix:

- A) Joint venture
- B) The indicator characterizing the structure of the market
- C) Market share
- D) Price setting
- E) Business growth rate
- F) Acquisition
- G) Outsourcing

4. The organization may attain a special advantage with respect to:

- A) its investors
- B) cost
- C) linguistically skills
- D) their type of business
- E) degree that their workers have
- F) market power and management skills

5. Define tall structure:

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

6. Organization structure is:

- A) the set of formal money assigned to business activities
- B) the set of formal tasks assigned to individuals and departments
- C) informal reporting relationships, including lines of efficiency of employees and their relationship between management
- D) the design of systems to ensure effective way to have profit
- E) identification yearly financial report of the organization
- F) the structure, where shown how organization's building constructed

7. Motivational tools that are focused only on extrinsic rewards:

- A) Sense of competence
- B) Recognition
- C) Promotion
- D) Words of praise
- E) Sense of achievement
- F) Sense of relatedness
- G) Pay increases
- H) Bonus rewards

8. Which of the followings are not one of basic needs according to Abraham Maslow?

- A) Self-actualization
- B) Esteem
- C) Safety
- D) Physiological needs
- E) Autonomy
- F) Economic connection
- G) Belongingness
- H) Competence

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

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

10. The functions of management on Leading:

- A) assigning tasks
- B) maintain performance
- C) creating a shared culture and values
- D) communicating goals to employees
- E) motivate entire departments

11. The functions of management on Controlling:

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

12. The functions of management on Planning:

- A) creating a shared culture
- B) communicating goals
- C) maintaining operations
- D) identifying goals for future
- E) deciding on the tasks
- F) deciding on the resources
- G) make amendments
- H) motivate entire departments

13. Key steps control:

- A) Overcontrol Performance
- B) Quality Control
- C) Financial Control
- D) Compare Performance to Standards
- E) Organizational Control
- F) Hierarchical Control

14. New Financial Control Systems include:

- A) Continuous Improvement
- B) Production value – added
- C) Market value-added
- D) Activity-based costing
- E) Decentralized control
- F) Action-based costing
- G) Overcontrol

15. The characteristics of Team Norms include:

- A) Aggressive way of communication on fulfillment
- B) Norms do not necessarily apply to all members of the group
- C) Norms help to the team accomplish its task.
- D) Norms vary in the degree to which they are accepted by group members
- E) Intense pressure on fulfillment
- F) Norms provide support for team members' emotional needs and social unity.
- G) Norms are usually established for the more important issues of concern to the group

16. Causes of Conflict:

- A) Self-managed
- B) Moderate communication
- C) Communication breakdowns
- D) Pursuing shared goals
- E) Competition over resources
- F) Pursuing different goals

17. Features of obliging conflict management style:

- A) appropriate when values or principles are the source of the conflict
- B) accommodate the needs of the other party
- C) creates a win for the opposite party
- D) its solution may give rise to resentment
- E) enabling the parties to come to a consensus
- F) long-term resolution to conflict

18. Consequences of dysfunctional conflict:

- A) high intensity of conflict
- B) eliminates tension between employees
- C) positive impact on organizational climate
- D) lowering team's productivity
- E) develops personal motivation

19. Features of groupthink concept:

- A) openness for discussions
- B) avoiding conflicts
- C) openness to innovations
- D) openness for disputes
- E) emergence of traditional and conservative decisions
- F) intolerance for a healthy diversity of opinions

20. Which types of managerial roles are characterized below:

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

- A) spoke sperson
- B) liaison
- C) negotiator
- D) disturbance handler
- E) resource allocator
- F) figurehead

21. Which types of managerial roles are characterized below:

Perform ceremonial and symbolic duties; take corrective action during disputes or crises; Direct and motivate subordinates:

- A) negotiator
- B) spokesperson
- C) disturbance handler
- D) leader
- E) monitor
- F) figurehead

22. Characteristics of 'Complex' and 'Stable' Environment:

- A) challenging environment
- B) many components in environment
- C) unpredictable environment
- D) high need for sophisticated knowledge of components
- E) few components in environment

23. Choose the characteristics of nonprogrammed decision:

- A) Situation is unique
- B) Staff is familiar with the case
- C) Situation has occurred enough to create rules
- D) Situation has important consequences for the organization
- E) Randomly choose alternatives

24. The assumptions are related to the classic model of decision making:
- A) The first aim of the decision maker is to direct the problem to Top management
 - B) The decision maker selects the alternative that will maximize the economic return to the organization
 - C) Criteria for evaluating alternatives are not known
 - D) The decision maker operates to accomplish goals that are known and agreed on
 - E) The decision maker strives for conditions of certainty, gathering complete information
25. The 7-Eleven convenience store chain uses a multidomestic strategy because the product mix, advertising approach, and payment methods need to be tailored to the ____, ____, and ____ in different parts of the world:
- A) values
 - B) type of business
 - C) preferences
 - D) place of outsourcing
 - E) government regulations

ТЕСТ ПО ДИСЦИПЛИНЕ
Менеджмент
ЗАВЕРШЕН