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QUESTION 1

Form of brand promotion that ties a brand to a meaningful cultural, social, athletic, or other type of high-interest public activity is known as:

- A. Purchase-related marketing
- B. Cause-related marketing
- C. Even-related marketing
- D. Corporate-related marketing

Correct Answer: C

QUESTION 2

The measurement of all international economic transactions between the residents of a country and foreign residents is called:

- A. equilibrium
- B. balance of payments
- C. measuring flow of transaction
- D. balance of accounting

Correct Answer: B

QUESTION 3

The ongoing plans that are used to provide guidance for tasks performed repeatedly within the organization are called:

- A. Procurement plans
- B. Long-lasting plans
- C. Single-use plans
- D. Standing plans

Correct Answer: D

QUESTION 4

Which of the following are the main forms of business organizations?

- A. Sole proprietorships, partnerships and finance associations

- B. Sole proprietorships, partnerships and capital ownerships
- C. Sole proprietorships, partnerships and joint ventures
- D. Sole proprietorships, partnerships and corporations

Correct Answer: D

QUESTION 5

Which of the following is NOT the element of the Management Information System?

- A. Information-reporting system
- B. Decision-support system
- C. Executive information system
- D. Enterprise resource planning

Correct Answer: D

QUESTION 6

What assess effectiveness by observing the beginning of the process and evaluating whether the organization effectively obtains means necessary for high performance?

- A. Goal approach
- B. Internal process approach
- C. Resource-based approach
- D. Stakeholder approach

Correct Answer: C

QUESTION 7

Liabilities that will not be due for a long time are known as:

- A. long-term liabilities
- B. Fixed liabilities
- C. Variable liabilities
- D. None of the above

Correct Answer: A

QUESTION 8

What refers to organizational use of employees to gain or keep a competitive advantage against competitors?

- A. HR Activities
- B. HR management roles
- C. Strategic HR management
- D. HR policies

Correct Answer: C

QUESTION 9

What clearly separates the vital few from the trivial many and provides direction for selecting projects for improvement?

- A. Upgrading analysis
- B. Expansion decision
- C. Restitution analysis
- D. Pareto analysis

Correct Answer: D

QUESTION 10

Which account makes sure that the balance of payments actually balances?

- A. Equivalence account
- B. Net errors and omissions account
- C. Official reserves account
- D. Balance account

Correct Answer: B

QUESTION 11

The organization's economy efficiency is the indicator of:

- A. Internal process effectiveness
- B. Process work climate

C. Process Development effectiveness

D. Organizational Effectiveness

Correct Answer: A

QUESTION 12

The basic systems theory of organizations includes which of the following components?

A. Inputs, transformation process, outputs and testing

B. Inputs, transformation process, outputs, feedback and environment

C. Inputs, processing, outputs, feedback and maintenance

D. Inputs, processing, outputs, testing and environment

Correct Answer: B

QUESTION 13

Effective leadership requires which core leadership skills?

A. vision, empowerment, intuition, self-understanding, and value congruence

B. vision, mission, intuition, process-control, and value congruence

C. mission, empowerment, perception, self-understanding, and value congruence

D. mission, presentiment, intuition, self-understanding, and correspondence

Correct Answer: A

QUESTION 14

What is measured as a percentage of total industry sales over a specified time period?

A. Market share

B. Research and development share

C. Mind share

D. Voice share

Correct Answer: A

QUESTION 15

The Australian Business Awards are administered by the Australian Quality Awards Foundation with which level?

- A. Business Improvement level
- B. Award Gold level
- C. Australian Business Excellent prize
- D. All of the above

Correct Answer: D

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