

### Question 1

Which of the following points out a flaw in the marketing executive's argument?

- A) It assumes that on average Google users are older than the users of most other social networking tools.
- B) It assumes both that Twitter users are unhappy with the 140-character limit and also that Facebook users are unhappy with privacy issues.
- C) It dismisses the possibility that most Facebook users are also users of Google.
- D) It fails to account for the possibility that something other than developmental and launching costs were most crucial to Buzz's success or failure.
- E) It assumes that creative input was the most important factor in determining Buzz's success.

Answer: <https://biology-forums.com/index.php?topic=652976>

### Question 2

Hector's team is scheduled to work Saturday for the annual warehouse clean-up. Nobody likes working on a spring weekend! So Hector tells the team that employees who hit 96 percent productivity for April will be excused from the clean-up. What is Hector using to motivate the team and improve productivity?

- A) goal setting
- B) negative reinforcement
- C) job simplification
- D) extinction
- E) positive reinforcement

Answer: <https://biology-forums.com/index.php?topic=654017>

### Question 3

Which of the following, if true, strengthens the case for Tyrell & Mason to offer a PPO insurance plan to its employees?

- A) Most of Tyrell & Mason's employees place a low priority on healthcare.
- B) Most of Tyrell & Mason's employees would appreciate as much flexibility as possible in their healthcare decisions.
- C) Most of Tyrell & Mason's employees place a high value on cost-effectiveness.
- D) Tyrell & Mason's executives are relatively unfamiliar with employee healthcare packages.
- E) Tyrell & Mason wants to implement as simple a healthcare package as possible.

Answer: <https://biology-forums.com/index.php?topic=655227>

### Question 4

Marcia was having her kitchen rebuilt. She claims that her contractor used materials Marcia had paid for in rehabbing someone else's kitchen, and she sued the contractor. In court, because the contractor was presumed innocent until proven guilty, he was benefitting from an administrative law.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=655006>

### Question 5

Malware makes repeated requests of a computer network, overloading it and denying access to legitimate users.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=655233>

### Question 6

What is a budget?

- A) a financial plan showing estimated revenues and expenses
- B) a financial plan covering stock options
- C) an estimate of the cash flow for a period of time
- D) a complete statement of financial management
- E) a plan for implementing financial controls

Answer: <https://biology-forums.com/index.php?topic=654774>

### Question 7

Which of following, if true, strengthens the VP's argument?

- A) Grips customers are not very brand loyal and tend to choose Grips based on price alone.
- B) Customers are demanding more variety in the present product category.
- C) The company's previous efforts at line extension resulted in the cannibalization of sales of its existing products.
- D) The primary goal of the company is to reduce business risk through diversification.
- E) Private brands are gaining prominence, especially in sports goods.

Answer: <https://biology-forums.com/index.php?topic=654612>

### Question 8

Under which of the following conditions would an autocratic style of leadership be considered most appropriate?

- A) when a company wants to enhance job satisfaction among its employees
- B) when a company wants to kick-start an urgent turnaround or is dealing with a problem employee
- C) when a company wants to help competent, motivated employees improve performance by building long-term capabilities
- D) when a company wants its employees to discover their own ways of achieving objectives
- E) when a company wants to build buy-in or consensus or wants to get valuable input from employees

Answer: <https://biology-forums.com/index.php?topic=653707>

### Question 9

Walter and many of his fellow union members were angry over the poor vacation pay policy at the small-appliance factory where they worked, even though the union had agreed to it in the current contract. They decided to take action without the authorization of their union, and none of them showed up for work for the next week. Walter and his fellow employees were on their own; that is, they were not protected under national labor laws. What did Walter and the others do?

- A) boycott
- B) picket
- C) sit-down strike
- D) sympathy strike
- E) wildcat strike

Answer: <https://biology-forums.com/index.php?topic=655111>

### Question 10

What type of securities make up a hybrid mutual fund?

- A) common stock and preferred stock
- B) convertible bonds
- C) alternative energy company and utility stocks
- D) stocks and bonds
- E) secured bonds and debenture bonds

Answer: <https://biology-forums.com/index.php?topic=654942>

### Question 11

Interstate's marketing director thinks that the company's data mining ability should be upgraded. Which of the following, if true, strengthens his position?

- A) Executives at Interstate want to use decision support systems to test business models.
- B) Interstate uses VSAT communications to relay confidential information among its various branches.
- C) Interstate's various branches do a lot of electronic conferencing with one another.
- D) Customers complain that the company's website is too difficult to use.
- E) Interstate's rate of new customer acquisition has steadily declined over the last two years.

Answer: <https://biology-forums.com/index.php?topic=655297>

### Question 12

Companies produce a prototype at this stage in developing a new product so that they can see what the product will look like.

- A) product screening
- B) test marketing
- C) commercialization
- D) product development
- E) idea generation

Answer: <https://biology-forums.com/index.php?topic=654380>

### Question 13

On September 16, Marya places a limit order to buy 3,000 shares of Dairy Deelite Inc. stock with a threshold price of \$9.00. Which of the following describes the trade made by her broker?

- A) 3,000 shares of Dairy Deelite were purchased at \$8.94 on September 16.
- B) 3,000 shares of Dairy Deelite were purchased at \$9.15 on September 16.
- C) 3,000 shares of Dairy Deelite were sold at \$9.45 on September 16.
- D) 3,000 shares of Dairy Deelite were purchased at \$9.10 on September 17.
- E) 3,000 shares of Dairy Deelite were purchased at \$8.89 on September 19

Answer: <https://biology-forums.com/index.php?topic=654934>

### Question 14

Prab was promoted to a managerial position six months ago and is conducting her first performance appraisals. She is committed to developing her employees and wants to do an excellent job counseling them in their appraisals. Which of the following should Prab NOT do?

- A) treat each employee with respect
- B) speak in an authoritative, critical tone
- C) solicit employees' ideas to enhance their performance
- D) take a problem-solving approach to performance deficits
- E) discuss facts about performance and desired improvements

Answer: <https://biology-forums.com/index.php?topic=654170>

### Question 15

Several members of a small-town police department came down with the blue flu when they performed this act that is illegal for some members of public-employee unions.

- A) work slowdown
- B) sickout
- C) wildcat strike
- D) sympathy strike
- E) secondary boycott

Answer: <https://biology-forums.com/index.php?topic=655107>

### Question 16

Which of the following is not considered a traditional factor of production?

- A) capital
- B) knowledge
- C) human resources
- D) natural resources
- E) entrepreneurship

Answer: <https://biology-forums.com/index.php?topic=652899>

### Question 17

What is the term for the total amount of money produced by the sale of goods and services?

- A) loss
- B) revenue
- C) profit
- D) assets
- E) expenses

Answer: <https://biology-forums.com/index.php?topic=652886>

### Question 18

Securitization is a new financial vehicle developed by bankers in the early 2000s to distribute risks and increase earnings during the housing bubble.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=653138>

### Question 19

Distributing a product in a few choice locations is a way to practice intensive distribution.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=654473>

### Question 20

Which of the following is NOT included in a social audit of a company?

- A) cause-related marketing
- B) quarterly earnings
- C) community activities
- D) corporate policy
- E) sustainability

Answer: <https://biology-forums.com/index.php?topic=653061>