MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

1) The amount of money that a government owes its creditors is referred to as that country’s
   A) inflation rate.
   B) national debt.
   C) consumer price index.
   D) GDP.
   E) GNP.

2) In what way can a business or industry represent themselves before political bodies in order to
   influence the government?
   A) Financial gifts
   B) Voting
   C) Personal contacts
   D) Lobbying
   E) Offering favors

3) An accountant’s ability to audit a company’s records is an example of what type of skills?
   A) Technical skills
   B) Decision-making skills
   C) Conceptual skills
   D) Human relations skills
   E) Motor skills

4) What do the solid lines on an organization chart show in reporting relationships within a
   company?
   A) Mission statement
   B) Job specialization
   C) Market share
   D) Chain of command
   E) Grapevine activity

5) Which scheduling tool shows the necessary sequence of activities in a project and identifies the
   critical path?
   A) Master production schedule
   B) Gantt chart
   C) PERT chart
   D) Process flowchart
   E) Detailed schedule

6) If an employee has a tendency to focus on relatively few tasks at one time, what type of personality
   trait is considered to be high?
   A) Extraversion
   B) Openness
   C) Conscientiousness
   D) Agreeableness
   E) Emotionality
7) What decision-making state occurs when identifying each alternative and the associated costs and payoffs of those alternatives?  
   A) A state of recognition  
   B) A state of uncertainty  
   C) A state of certainty  
   D) A state of risk  
   E) A state of rationality

8) Which of the following is conducted to attract qualified persons to apply for available jobs?  
   A) Recruiting  
   B) Interviews  
   C) Hiring  
   D) Selection  
   E) Realistic job previews

9) What is used to guide the detailed activities of the marketing plan ensuring the goals of the plan are accomplished?  
   A) Distribution policy  
   B) Marketing strategy  
   C) Marketing mix  
   D) Product differentiation  
   E) Marketing objectives

10) What are the benefits and features associated with a product called?  
    A) Benefits  
    B) Convenience benefit  
    C) Product features  
    D) Value package  
    E) Service

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

11) Inflation results in increased purchasing power for the consumer.  
12) The standards of behavior that guide managers in their work are called employee ethics.  
13) Low start-up costs and tax benefits are advantages of sole proprietorships.  
14) Contingency planning seeks to identify how a company will respond to change.  
15) Departmentalization refers to the process of grouping jobs into logical units.  
16) Staff schedules identify which products will be produced and when.  
17) Organizational commitment reflects an individual’s identification with the organization and its mission.  
18) When making a decision, finding multiple acceptable alternatives may be possible; however, selecting just one and rejecting all others is critical.
19) Replacement charts can be used to forecast the external supply of candidates for senior managerial positions in the organization.

20) Packaging can serve as an in-store advertisement that makes the product attractive, displays the brand name, and identifies features and benefits.

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

21) What is the purpose of a written code of ethics?

22) Discuss why a business owner would form a limited partnership instead of a general partnership.

23) Discuss the five dimensions of social behavior that differ across cultures.

24) What is SWOT analysis?