**Voluntary test 15.4. 2019 BPH\_ABEC**

**NAME:**

**1) Productivity is expressed as :**

a) the ratio of output to inputs (factors of production) used in a production process,

b) output per unit of input

c) the maximum of produced goods and services

**2) Inbound logistic, Operations, Outbound logictic are:**

a) support activities in the Porter´s value chain

b) primary activities in the Porter´s value chain

c) combination of both

**3) Principles of human relation school are:**

a) Standard condition to ensure the task is more easily accomplished

b) Attention focused on the work satisfaction

c) manager use more accurate methods to motivate subordinates

**4) Main characteristic of family business are:**

a) nepostim

b) risk averse

c) decentralization and autonomy

**5) Specifics of building and construction enterprises are:**

a) Jobbing production on building site

b) Long production cycle

c) The product is untangible, production is moving

**6) SWOT analysis include these strategies:**

a) S-O strategy

b) S-W strategy

c) T-O strategy

**7) Assumption of EOQ are:**

a) Demand is known and constant, without seasonality

b) Order processing costs are known and constant

c) Cost per unit are constant

**8) Job or unit production means:**

a) Customer oriented – customer requires single product made to his specifications

b) Production often for stock

c) Demand can be only broadly forecasting

**9) 4P in marketing mix means:**

a) price, place, people, production

b)product, PR, process, people

c) product, place, price, promotion

**10) Rivalry among existing companies is higher when:**

a) Where fixed costs are relatively high

b) Where exit barriers are low.

c)Where product differentiation is high