

Test credit

Choose the correct answer:

1. Basic complexity application comparative method is associated with :

A) necessity selection similar standard product "without brand" ;

B) necessity selection similar standard product for comparison;

C) necessity selection groups of goods by similar qualities;

D) necessity selection similar standard product " with brand " ;

2. *Method of calculating the cost of brand replacement (expenses for substitution)* consists of:

A) comparison of the studied brand with an abstract product of the same category, the same purpose and quality;

B) comparison of the studied brand with an abstract product of another category, the same purpose and quality;

C) comparison of the studied brand with a specific product of the same category, the same purpose and quality;

D) comparison of the studied brand with a specific product of another category, the same purpose and quality;

3. Vertical merger:

A) it is a merger into a single firm of two or more firms engaged in different stages of production of the product, it may be a merger of the enterprise with its supplier of raw materials or consumer of products;

B) it is a merger into a single firm of two or more firms operating at the same stage of product production, it may be a merger of the enterprise with its supplier of raw materials or consumer of products;

C) it is a merger into a vertical firm of two or more firms that carry out different stages of production of the product, it may be a merger of the enterprise with its supplier of raw materials or consumer of products;

D) it is a merger into a single firm of two or more different in the hierarchy of firms engaged in different stages of production of the product, it may be a merger of the enterprise with its supplier of raw materials or consumer of products;

4. Conglomerate (circular) mergers companies :

A) association unrelated companies _ among themselves certain production or sales relationships ;

B) association related companies _ among themselves certain production or sales relationships ;

C) association unrelated companies _ among themselves conglomerate certain production or sales relationships ;

D)) association related companies _ among themselves conglomerate certain production or sales relationships ;

5. Systems management Quality (Quality Management Systems - QMS):

A) a set of interconnected and / or interacting elements of the organization, which allow to direct and control the activities of the organization in terms of quality;

B) a set of interconnected and / or interacting elements of the organization that allow the organization to perform quality activities;

C) a set of interconnected organizations that allow to direct and control the activities of the organization in terms of quality;

D) all answers are correct;

6. - investment synergism may be a consequence of :

AND) common using factory equipment ;

B) the impact of investment;

C) the use of synergies;

D) all answers are incorrect;

7. operating synergy is the result of :

AND) more high degree using production capacity and personnel distribution invoices costs , benefits common directions training as well purchase of large batches raw materials ;

B) more high degree using production and non-production capacity and personnel distribution invoices costs , benefits common directions training as well purchase of large batches raw materials ;

IN) operating synergism is the result of more high degree using production capacity , distribution invoices costs , benefits common directions training as well purchase of large batches raw materials ;

D) all answers are correct;

8. Cost -oriented management of the enterprise is:

A) consistent process of investing in the business processes of the enterprise financial model of analysis based on the principle of economic added value and building on its basis and with its help strategic and operational management decisions of enterprise management;

B) consistent process of implementation in the investment processes of the enterprise financial model of analysis based on the principle of economic added value and building on its basis and with its help strategic and operational management decisions of enterprise management;

C) consistent process of implementation in the business processes of the enterprise financial model of analysis based on the principle of economic added value and building on its basis and with its help strategic and operational management decisions of enterprise management;

D) consistent process of implementation in the business processes of the enterprise financial model of analysis based on the principle of economic added value;

9. Based on the definition potentially dangerous for business subject , it is possible highlight motivation of the " invader ":

A) increase market share ;

B) elimination competitors ;

C) establishing control over sellers or suppliers ;

D) all answers are correct;

10. Based on the content of operational synergies within it, you can consider another type of synergy:

A) resource;

B) technological;

C) personnel;

D) commercial;

11. Investment synergy:

A) an additional effect arising from the overall investment activities of individual business units of the vertically integrated structure, and is the result of joint use of capital and financial investments;

B) an additional effect arising from the joint investment activities of individual business units of a vertically integrated structure, and is the result of joint use of capital and financial investments;

C) an additional effect arising from the joint investment activities of all business units of the vertically integrated structure, and is the result of joint use of capital and financial investments;

D) an additional effect arising from the joint investment activities of individual business units of a horizontally integrated structure, and is the result of joint use of capital and financial investments;

12. In large enterprises, synergies arise first between:

A) narrow areas of activity within one unit, then extends to several units;

B) narrow areas of activity within different units, then extends to several units;

C) narrow areas of activity within one unit;

D) all answers are incorrect;

13. The complexity of synergy issues is explained by:

A) the variety of cases of application of synergistic effects and ways to achieve them;

B) the variety of cases of application of synergistic effects and their possibilities;

C) the variety of cases of application of synergistic effects;

D) all answers are correct;

14. divisions :

A) the process of selling the part companies ;

B) the process of selling the whole companies ;

C) the process of selling several companies ;

D) the process of selling two companies;

15. In the field of management and entrepreneurship synergy used in :

AND) diversification ;

B) creation concerns ;

IN) cooperation ;

D) building a market;

16. It is proved that receiving positive synergistic effects :

A) does not give I can use additional benefits that _ will lead to growth profits ;

B) gives I can use additional benefits that _ will lead to growth profits ;

C) gives I can use additional benefits that _ will lead to growth dividends ;

D) all answers are incorrect;

17. In the economy, the synergistic effect is due, in particular, to the fact that:

A) it is economically justified ;

B) appropriate, from the point of view of management;

C) the combined use of several mutually agreed strategies is more useful than the isolated implementation of one;

D) all answers are correct;

18. Synergetics, in fact , is the doctrine of interaction . Term suggested head institute Stuttgart Hermann Hacken University in:

A) 1969;

B) 1970;

C) 1972;

D) 1974;

19. The initiator absorption or private shopper are obliged redeem from minority shareholders shares owned by him companies if : _

A) the initiator absorption concentrated in his property controlling stake as a result stacking series agreements from others minority shareholders ;

B) I kshto private the buyer bought from a majority shareholder controlling stake _ society on agreed from majority shareholder conditions ;

) in redemption carried out on the basis of public offers made by the buyer directs society and what society obliged pass personally to each shareholder ;

D) all answers are incorrect;

20. The law does not define the range of prohibited obstacles and also does not give even approximate their list . In the world practice under obstacles are understood corporate decisions

that in the absence public offers would be considered entirely legitimate . Until such a decision , they are not agreed with the shareholders decision rule or supervisory board on:

- A) additional issue shares ;
- B) alienation significant assets companies ;
- C) payment dividends ;
- D) laying company non-standard for ordinary economic activities companies contracts .