

Question 1

Not answered

Marked out of 1

Fill in the gaps in the following text:

[] market research involves the collection of data to obtain insight and knowledge into the needs and [] of customers and the structure and dynamics of a market. In nearly all cases, it would be very costly and [] to collect data from the entire population of a market. That's why at the heart of all quantitative research is the statistical []. Great care has to be taken in selecting the sample and also in the design of the [] and the [] of the analysis of data collected.

quality

primary

wants

sample

time-consuming

questionnaire

Your answer is incorrect.

The correct answer is:

Fill in the gaps in the following text:

[primary] market research involves the collection of data to obtain insight and knowledge into the needs and [wants] of customers and the structure and dynamics of a market. In nearly all cases, it would be very costly and [time-consuming] to collect data from the entire population of a market. That's why at the heart of all quantitative research is the statistical [sample]. Great care has to be taken in selecting the sample and also in the design of the [questionnaire] and the [quality] of the analysis of data collected.

Question 2

Not answered

Marked out of 1

The "triple bottom line" approach is linked to the three pillars of sustainability.

Select one:

True

False

The correct answer is 'True'.

Question 3

Not answered

Marked out of 1

Big data refers to selected sets of information that grow at slow rates.

Select one:

True

False

The correct answer is 'False'.

Question 4

Not answered

Marked out of 1

Which of the following is an internal factor that may influence the marketing objectives of the business?

Select one:

- a. Increase in households' disposable income
- b. Changes in consumers tastes
- c. New legislation affecting pricing strategies
- d. Available resources for developing an online shop

Your answer is incorrect.

Why is this the correct answer? The correct answer is "Higher profitability from competitors is ensured" as often a business to become market leader may sell at lower prices and with lower profit margins.

The correct answer is: Available resources for developing an online shop

Question 5

Not answered

Marked out of 1

A reservoir is a storage area for water, often used for purposes like water supply, irrigation, and flood control, and cannot be created by damming a river.

Select one:

- True
- False

The correct answer is 'False'.

Question 6

Not answered

Marked out of 1

Which of the following ratios is considered to be the most important when measuring the ability of a business to pay back its short-term debts?

Select one:

- a. Return on capital employed
- b. Profit margin
- c. Gross profit margin
- d. Current ratio

Your answer is incorrect.

Which is the correct answer? The correct answer is "Current ratio" as the formula is $\text{Current assets} / \text{Current Liabilities}$.

The correct answer is: Current ratio

Question 7

Not answered

Marked out of 1

Pressure groups are external stakeholders.

Select one:

- True
- False

The correct answer is 'True'.

Question 8

Not answered

Marked out of 1

A firm taking over another firm within the same industry is an example of horizontal integration.

Select one:

- True
- False

The correct answer is 'True'.

Question 9

Not answered

Marked out of 1

If fixed costs are £1,000, unit price is £5 and variable costs per unit £3, what is the break-even quantity?

Select one:

- a. 1000
- b. 200
- c. 500
- d. 333.3

Your answer is incorrect.

Which is the correct answer? The correct answer is "500" as the correct calculation is the following: Fixed costs / (price per unit - variable cost per unit) = $1000 / (5 - 3) = 500$ units

The correct answer is: 500

Question 10

Not answered

Marked out of 1

In which sector BON plc operates in?

Select one:

- a. Secondary
- b. Primary
- c. All sectors
- d. Tertiary

Your answer is incorrect.

The correct answer is: Tertiary

Question 11

Not answered

Marked out of 1

The use of a name, symbol or design to identify a product is known as:

Select one:

- a. USP (Unique Selling Proposition)
- b. Promotion
- c. Advertising
- d. Branding

Your answer is incorrect.

The correct answer is: Branding

Question 12

Not answered

Marked out of 1

Solar power is generated from the moon's energy using photovoltaic cells or solar panels.

Select one:

- True
- False

The correct answer is 'False'.

Question 13

Not answered

Marked out of 1

Which of the following is an advantage of role culture (Apollo)?

Select one:

- a. Quick decision making
- b. Creativity and team work
- c. Everyone knows their role and responsibilities
- d. Suitable for project management

Your answer is incorrect.

Which is the correct answer? The correct answer is "Everyone knows their role and responsibilities" as in role structures job description and processes are clearly defined.

The correct answer is: Everyone knows their role and responsibilities

Question 14

Not answered

Marked out of 1

Raw materials are a direct cost

Select one:

- True
- False

The correct answer is 'True'.

Question 15

Not answered

Marked out of 1

In a break-even chart the sales revenue is presented as a straight line that:

Select one:

- a. starts from 0 (0,0 coordinates)
- b. is parallel to the output axis (x-axis)
- c. starts from the y-axis at the level of fixed costs
- d. none of the other answers

Your answer is incorrect.

Which is the correct answer? The correct answer is "starts from 0 (0,0 coordinates)" as sales revenue= price per unit X quantity sold, which means if 0 items are sold, then the sales revenue is 0.

The correct answer is: starts from 0 (0,0 coordinates)

Question 16

Not answered

Marked out of 1

Sale and leaseback of fixed assets is a way of improving cash flows.

Select one:

- True
- False

The correct answer is 'True'.

Question 17

Not answered

Marked out of 1

Operations management is a function that exists only in businesses that manufacture goods.

Select one:

- True
- False

The correct answer is 'False'.

Question 18

Not answered

Marked out of 1

Which of the following best describes the term "redundancy"?

Select one:

- a. None of the rest answers
- b. Being fired from a job because the job is no longer required
- c. Being fired from a job due to incompetence or breach of contract term/policy

Your answer is incorrect.

The correct answer is: Being fired from a job because the job is no longer required

Question 19

Not answered

Marked out of 1

What marketing approach is it when a business sells the same standardised products in the same way all over the world?

Select one:

- a. Pan-global marketing
- b. Marketing mix
- c. Above-the-line promotion
- d. Global localisation

Your answer is incorrect.

The correct answer is: Pan-global marketing

Question 20

Not answered

Marked out of 1

Which of the following is not a cash inflow?

Select one:

- a. Owner's own capital injection
- b. Creditors' payments
- c. Bank loan to be received
- d. Debtors' payments

Your answer is incorrect.

Which is the correct answer? The correct answer is "Creditors' payments" as these are outflows, e.g. paying suppliers

The correct answer is: Creditors' payments

Question 21

Not answered

Marked out of 1

It's more expensive for a business to acquire a new customer than to sell to an existing one

Select one:

- True
- False

The correct answer is 'True'.

Question 22

Not answered

Marked out of 1

Which of the following is a category or element of the Statement of financial position?

Select one:

- a. Cost of sales
- b. Expenses
- c. Revenue
- d. Liabilities

Your answer is incorrect.

The correct answer is: Liabilities

Question 23

Not answered

Marked out of 1

Customers do not judge a service provision based on the people representing the company.

Select one:

- True
- False

The correct answer is 'False'.

Question 24

Not answered

Marked out of 1

Which of the following actions could possibly help improve an adverse overheads variance?

Select one:

- a. Increase bonus payments to managers
- b. Delay supplier payments for raw materials
- c. Offer discounts to customers
- d. Reduce administration employees

Your answer is incorrect.

The correct answer is: Reduce administration employees

Question 25

Not answered

Marked out of 1

Rent of a building for a company is a:

Select one:

- a. Fixed cost
- b. Semi-variable cost
- c. Variable cost
- d. None of the other answers

Your answer is incorrect.

Which is the correct answer? The correct answer is "Fixed cost" as rent does not change with output.

The correct answer is: Fixed cost

Question 26

Not answered

Marked out of 1

Market growth is an increase in the demand of a particular product or service over time.

Select one:

- True
- False

The correct answer is 'True'.

Question 27

Not answered

Marked out of 1

A business that has trouble retaining its staff, it is said to have

Select one:

- a. Low absenteeism
- b. High staff retention
- c. High labor turnover
- d. High staff loyalty

Your answer is incorrect.

The correct answer is: High labor turnover

Question 28

Not answered

Marked out of 1

Which of the following are ways to improve the inventory (stock) turnover ratio?

Select one or more:

- A. Reduce inventories of raw materials
- B. Decrease overheads
- C. Reduce inventories of finished goods
- D. Sell fixed assets
- E. Decrease variable costs
- F. Get a loan
- G. Reduce inventories of unfinished goods
- H. Introduce Just-in-time stock management system

Your answer is incorrect.

The correct answers are: Reduce inventories of finished goods, Reduce inventories of raw materials, Reduce inventories of unfinished goods, Introduce Just-in-time stock management system

Question 29

Not answered

Marked out of 1

BON converted from a private limited company to a public limited company to raise finance for expansion.

Select one:

- True
- False

The correct answer is 'True'.

Question 30

Not answered

Marked out of 1

Which of the following is not a method of external recruitment?

Select one:

- a. Employees newsletter
- b. Advertise in newspaper
- c. Hiring a recruitment agency
- d. Online agency

Your answer is incorrect.

Which is the correct answer? The correct answer is "Employees newsletter" as it is addressed only to employees.

The correct answer is: Employees newsletter

Question 31

Not answered

Marked out of 1

If a business produces below break-even point, then it has losses.

Select one:

- True
- False

The correct answer is 'True'.

Question 32

Not answered

Marked out of 1

Personal finance is only for sole traders

Select one:

- True
- False

The correct answer is 'True'.

Question 33

Not answered

Marked out of 1

Which of the following is an advantage of off-the-job training

Select one:

- a. Reduced costs
- b. It may help a business to decrease the number of employees
- c. New ideas
- d. Specialized to the specific job and company

Your answer is incorrect.

Which is the correct answer? The correct answer is "New ideas" as the training takes place outside the business and trainees may have an opportunity to learn from other industries and exchange ideas.

The correct answer is: New ideas

Question 34

Not answered

Marked out of 1

Which of the following is an example of a strategic alliance?

Select one:

- a. A company pays a licensing fee to use another firm's logo and brand
- b. A firm buys shares in another company
- c. A firm agrees with a local company to form a new company in order to enter the new market
- d. Airline companies working together to offer and share connecting flights outside their normal operations

Your answer is incorrect.

The correct answer is: Airline companies working together to offer and share connecting flights outside their normal operations

Question 35

Not answered

Marked out of 1

Which of the following is not a cash inflow?

Select one:

- a. Owner's own capital injection
- b. Government grants
- c. Electricity bill
- d. Bank loan to be received

Your answer is incorrect.

Which is the correct answer? The correct answer is "Creditors' payments" as these are outflows, e.g. paying suppliers

The correct answer is: Electricity bill

Question 36

Not answered

Marked out of 1

If a business produces over break-even point, then it has profit.

Select one:

- True
- False

The correct answer is 'True'.

Question 37

Not answered

Marked out of 1

Fill in the gaps in the following text:

research (also called research) looks for data that already have been gathered. It is a useful source of information on markets such as market (by volume or value), the market of the main competitors in the sector and identifies sales trends. After carrying out this process, a business can gather tailor-made information through research.

Your answer is incorrect.

The correct answer is:

Fill in the gaps in the following text:

[secondary] research (also called [desk] research) looks for data that already have been gathered. It is a useful source of information on markets such as market [size] (by volume or value), the market [share] of the main competitors in the sector and identifies sales trends. After carrying out this process, a business can gather tailor-made information through [primary] research.

Question 38

Not answered

Marked out of 1

Which of the following is a disadvantage of franchising for the franchisor?

Select one:

- a. Less financial risk involved than organic growth
- b. It is a cheaper growth strategy since the franchisee provides financing
- c. Reputation may be adversely affected by franchisees
- d. Franchisor receives royalty payments which is typically a percentage of sales

Your answer is incorrect.

The correct answer is: Reputation may be adversely affected by franchisees

Question 39

Not answered

Marked out of 1

The cause of a particular variance may not affect another variance in a corresponding or opposite way.

Select one:

- True
- False

The correct answer is 'False'.

Question 40

Not answered

Marked out of 1

In general, the higher the inventory ratio, the more efficient are the managers in selling inventory rapidly.

Select one:

- True
- False

The correct answer is 'True'.

Question 41

Not answered

Marked out of 1

Regular and repeated variations in sales that occur within 12 months are:

Select one:

- a. Sales forecasting
- b. Seasonal variations
- c. Cyclical variations
- d. Random variations

Your answer is incorrect.

Why is this the correct answer? The correct answer is "Seasonal variations" as these are defined as regular and repeated variations in sales that occur within 12 months.

The correct answer is: Seasonal variations

Question 42

Not answered

Marked out of 1

In a tall organizational structure, it is most likely that employees in lower layers may feel remoteness from the decision making of the top layers.

Select one:

- True
- False

The correct answer is 'True'.

Question 43

Not answered

Marked out of 1

Which of the following are characteristics of a laissez-faire leader?

Select one or more:

- A. Centralized approach
- B. Guidance and direction provided
- C. Lack of feedback
- D. Leader takes all decision
- E. Workers make decisions
- F. Limited information provided
- G. Increased delegation
- H. Decentralized approach

Your answer is incorrect.

The correct answers are: Decentralized approach, Increased delegation, Lack of feedback, Workers make decisions

Question 44

Not answered

Marked out of 1

BON's directors regard environmental sustainability as a significant challenge

Select one:

- True
- False

The correct answer is 'True'.

Question 45

Not answered

Marked out of 1

The acid test ratio excludes which of the following:

Select one:

- a. Current assets
- b. None of the rest answers
- c. Current Liabilities
- d. Stock

Your answer is incorrect.

Which is the correct answer? The correct answer is "Stock" as the formula is $(\text{Current assets} - \text{stock}) / \text{Current liabilities}$

The correct answer is: Stock

Question 46

Not answered

Marked out of 1

Which of the following is an advantage of a situational leader?

Select one:

- a. Involvement of staff
- b. Managers do not need to intervene
- c. Fast decision making
- d. Flexibility depending on the circumstances

Your answer is incorrect.

Which is the correct answer? The correct answer is "Flexibility depending on the circumstances" as this is one of its main characteristics.

The correct answer is: Flexibility depending on the circumstances

Question 47

Not answered

Marked out of 1

The amounts owed to creditors are reported on the company's statement of financial position as

Select one:

- a. Liabilities
- b. Non-current Assets
- c. Assets
- d. Equity

Your answer is incorrect.

Which is the correct answer? The correct answer is "Liabilities" as it is defined as a company's legal financial debts or obligations that arise during the course of business operations.

The correct answer is: Liabilities

Question 48

Not answered

Marked out of 1

If the firm increases sales then it is certain that the cash flow will improve.

Select one:

- True
- False

The correct answer is 'False'.

Question 49

Not answered

Marked out of 1

Which of the following is not a risk the franchisor takes on when franchising?

Select one:

- a. Brand image may be harmed if the franchisee does not follow quality and procedural standards set by the franchisor
- b. All of them are risks for the franchisor
- c. Franchisee may not offer the quality service the franchisor expects
- d. Franchisee will have a greater understanding of the local market

Your answer is incorrect.

The correct answer is: Franchisee will have a greater understanding of the local market

Question 50

Not answered

Marked out of 1

If a firm increased its share capital and reduced its long-term loans, then the gearing ratio would:

Select one:

- a. Increase
- b. Remain the same
- c. Reduce

Your answer is incorrect.

The correct answer is: Reduce