

ECO329

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1. \_\_\_\_\_ use information from both the income statement and balance sheet in order to provide indicators of a company financial strength

probability ratio

auditing ratio

--->> accounting ratio

earning ratio

2. \_\_\_\_\_ is a situation where free market fail to allocate resources efficiently

production failure

--->> market failure

business failure

economic failure

3. A manufacturing plant is divided into three they are

distribution, expenditure and consumption

production, exporting and finance

--->> production, marketing and finance

distribution, marketing and factory

4. which of the following is not a key success factor that help business

technology progress

economies of scale

efficient utilisation

--->> interpretation of business

5. \_\_\_\_\_ is a quantitative and qualitative assessment of a market

research analysis

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--->> market analysis

product analysis

6. the manpower of a project is grouped into two, they are

--->> direct and indirect labour

direct and indirect wages

direct and indirect proportion

direct and indirect production

7. the size of the market is a key factor in a

product analysis

--->> marketing analysis

research analysis

project analysis

8. the following meaning of SWOT is

strengths, weaknesses, opportunities, and treatment

--->> strengths, weaknesses, opportunities and threats

significant, weaknesses, opportunity and threats

none

9. which of the following is not included in the types of stock market analysis

fundamental analysis

technical analysis

sentimental analysis

--->> approach analysis

10. common market analysis options include the following except

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focus group

observation

survey

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