

ENT303

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1. Industrial products are generally subject to greater Δ, as against certain consumer products

stability

--->> standardization

fluctuation

negotiation

2. Which of the following is not an example of types of Break-Even Charts?

Detailed Break-Even Chart

--->> cost benefit Break-Even Chart

Cash Break-Even Chart

Control Break-Even Chart

3. The Δare the items from which the product is made. Their costs are direct or prime costs.

Equipments

--->> raw materials

inventory

A & C

4. Δare products that consumers insist on having. The buyers are willing to wait until the right products are available before they buy them.

luxury goods

--->> Specialty Goods

life support goods

consumer goods

5. Given the complexities in the management of the promotion function and its

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by top management

--->> professionally

strategically

by the experts

6. Internal information sources can be defined to include all of the following except:

Personnel Information

--->> Personal Information

Sales Information

Administration Information

7. The longer the channel of distribution, the greater the _____

stress

--->> cost

profit margin

number of distributors

8. The production budget is aimed at assuring that finished goods meet the demands of the _____

Consumers

--->> sales management

company

Distributors

9. The _____ of an average business organization determines the type of budgetary system to be adopted.

profit

--->> size

expertise

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10. Key solvency ratios include all of the following except:

Debt ratio

--->> Debt repayment ratio

Debt to equity ratio

Debt to capital ratio

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