



The Bucharest University of Economic Studies
MASTER'S PROGRAM ADMISSION
JULY 2018

BT2 b1

Faculty of BUSINESS AND TOURISM

1. A retail organization that carries a wide variety of product lines – each line is operated as a separate department managed by specialist buyers or merchandisers, is called:
 - a) department store;
 - b) speciality store;
 - c) convenience stores;
 - d) discount store.
2. A small store, located near a residential area, that is open long hours seven days a week and carries a limited line of high-turnover convenience goods, is called:
 - a) speciality store;
 - b) convenience stores;
 - c) supermarket;
 - d) superstore.
3. A retailer that buys at less-than-regular wholesale prices and sells at less than retail, is called:
 - a) off-price retailer;
 - b) service retailer;
 - c) industrial distributor;
 - d) drop shippers.
4. A contractual association between a manufacturer, wholesaler or service organization and independent businesspeople who buy the right to own and operate one or more units, is called:
 - a) corporate chain store;
 - b) voluntary chain;
 - c) retailer cooperative;
 - d) franchise organization.
5. The wholesalers who carry a limited line of fast-moving goods and sell to small retailers for cash, are called:
 - a) truck jobbers;
 - b) cash and carry wholesalers;
 - c) rack jobbers;
 - d) mail-order wholesalers.
6. The wholesaler who takes a truckload of commodities from the small farmers to a central market, sells it for the best price, deducts a commission and expenses and remits the balance to the producers, is called:
 - a) manufacturer's agent;
 - b) selling agent;
 - c) commission merchants;
 - d) purchasing agent.

An agent, who is hired by small manufacturers who cannot afford their own field sales forces and by large manufacturers who use agents to open new territories or cover territories that cannot support full-time salespeople, is called:

 - a) manufacturer's agent;
 - b) selling agent;
 - c) purchasing agent;
 - d) broker.
8. The process of anticipating customer needs and wants; acquiring the capital, materials, people, technologies and information necessary to meet those needs and wants; optimizing the goods- or service-producing network to fulfill customer requests and utilizing the network to fulfill customer requests in a timely way, is called:
 - a) integrated logistics;
 - b) supply chain management;
 - c) total channel integration;
 - d) logistics.
9. Primary logistics activities include:
 - a) marketing;
 - b) material handling;
 - c) engineering;
 - d) finance/accounting.



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10. A large, low-cost, low-margin, high-volume, self-service store that carries a wide variety of grocery and household products, is called:
 - a) speciality store;
 - b) convenience stores;
 - c) supermarket;
 - d) superstore.
11. The standard with guidelines for improving performances in a Quality Management system is:
 - a) ISO 8231;
 - b) ISO 9004;
 - c) ISO 9000;
 - d) ISO 14001.
12. Among the principles of Quality Management there is not:
 - a) process based approach;
 - b) customer focus;
 - c) leadership;
 - d) management by objectives.
13. Among the problems identified by Taylor within an organization there is:
 - a) unclear defining of responsibilities;
 - b) low degree of standardization;
 - c) decision making without consistent argumentation;
 - d) all other answers are correct.
14. Among Quality specialists there is:
 - a) Deming;
 - b) Hemingway;
 - c) Coleridge;
 - d) Byron.
15. According to Feigenbaum, quality related costs categories refer to:
 - a) prevention;
 - b) failure;
 - c) evaluation;
 - d) all the other answers are correct.
16. In the first phase in the development of the service sector employment:
 - a) the service sector runs parallel to industry;
 - b) "the fifty-fifty economy" division is the main characteristic;
 - c) outsourcing in regards to consumer good is widely used;
 - d) none of the above.
17. Being immaterial goods means that the majority of services can be characterized as:
 - a) non-storable;
 - b) transportable;
 - c) public goods;
 - d) merit goods.
18. A low rate of growth of "productivity" (output quantity per unit of labour unit) is true for:
 - a) merit goods;
 - b) storable goods;
 - c) a major subgroup of personal services;
 - d) small subgroup of non-merit goods.
19. Which of the following are similar to typical services, in terms of "unit value" /cost per km?
 - a) low value goods with low transport cost;
 - b) high value goods with no transport cost;
 - c) low value goods with high transport cost;
 - d) all goods that require transportation.



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20. In service production it is common that the average rate of capacity utilization is:
 - a) over one-half;
 - b) below one-half;
 - c) three quarters;
 - d) more than three quarters.
21. The relocation of people from rural to urban living:
 - a) has positively influenced the growth of service sector;
 - b) has negatively influenced the growth of service sector;
 - c) has had no influence on the growth of service sector;
 - d) did not happen in the stages of service sector development.
22. Vital tourism demand data include:
 - a) how many visitors arrived;
 - b) how much money was spent;
 - c) how many tourism units exist at destination;
 - d) a+b.
23. Which of the following statements about cultural distance is true?
 - a) the greater the cultural distance, the lower will be the resistance;
 - b) it represents the degree of similarity between the cultures of different tourism destinations;
 - c) the greater the cultural distance, the lower will be economic distance;
 - d) none of the above.
24. The difference between tourists and excursionists relates to:
 - a) the amount of money they spend at destination;
 - b) the amount of time they spend at destination;
 - c) the means of transportation they use;
 - d) the two concepts are identical.
25. Computer simulations and the Delphi method:
 - a) represent tourism demand forecast tools;
 - b) require the knowledge of specialists;
 - c) a+b;
 - d) none of the above.
26. Natural resources and environment:
 - a) represent a supply component;
 - b) include landforms, climate, bodies of water;
 - c) are available for the use and enjoyment of tourists;
 - d) all of the above.
27. The tourism operating sectors comprise:
 - a) transportation and culture;
 - b) hotels and restaurants;
 - c) accommodation and the hosts' friendliness;
 - d) none of the above.
28. Which of the following statements about tourism infrastructure is NOT TRUE:
 - a) It represents the ground and service installations;
 - b) The pipe diameters should only focus on present use degree;
 - c) Electrical installations and water supply systems have to be planned for future expansion;
 - d) all of the above are false.
29. Tourism time-sharing:
 - a) is a technique for multiple ownership of recreational properties;
 - b) is applied to hotels, yachts, town houses;
 - c) is applied to new constructions as well as to older ones;
 - d) a+b+c.
30. Cruise ships, ferryboats and chartered boats are NOT part of the:
 - a) water transportation system;
 - b) tourism operating sectors;
 - c) entertainment sector;
 - d) tourism transportation sector.

100

100

BAREM

Seria.....1.....Data 27/07/18

Nr. a b c d

Business si Turism

B1



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Codul variantei (1 - 6)

1 2 3 4 5 6

Modulul de specializare

