



The Bucharest University of Economic Studies
MASTER'S PROGRAM ADMISSION
2020

BT2 a

Faculty of BUSINESS AND TOURISM

Tactics to implement Supply Chain Management might include

- A. All the answers are correct
- B. Reducing the order cycle time
- C. Reducing the number of suppliers and carriers
- D. Developing high-quality products and services

ANSWER: A

Often, companies seek to achieve a position on the marketplace based on both a value advantage and a cost advantage.

In such a context, companies with a high value advantage, but with a low cost advantage can be approached as

- A. Service leaders
- B. Cost leaders
- C. Cost and service leaders
- D. In the commodity market

ANSWER: A

When a company aims to gain a competitive advantage, a logistics leverage opportunity when referring to obtain a value advantage, might be

- A. Reliability
- B. Capacity utilisation
- C. Asset turn
- D. Synchronous supply

ANSWER: A

The first stage in achieving an integrated supply chain is

- A. Baseline
- B. Functional integration
- C. Internal integration
- D. External integration

ANSWER: A

Integrated logistics has two distinct subsets. These refer to

- A. Primary logistics activities and service response logistics activities
- B. Basic logistics and advanced logistics
- C. Primary and secondary logistics
- D. No answer is correct

ANSWER: A

In the evolutionary stages of Supply Management, the first stage refers to

- A. Reactive
- B. Mechanical
- C. Proactive
- D. Strategic Supply Management

ANSWER: A

Technical and operational aspects within an organization with a view to meeting the requirements referring to quality, represent

- A. Quality control
- B. Quality management
- C. Quality assurance
- D. Excellence management

ANSWER: A

Quality management might be approached as

- A. All the answers are correct
- B. A revolutionary trend in management
- C. An alternative to management by control
- D. A change of paradigm

ANSWER: A



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The Quality Circles were introduced in the Japanese industry by

- A. Kaoru Ishikawa
- B. Joseph M. Juran
- C. Armand V. Feigenbaum
- D. W. Edward Deming

ANSWER: A

In the implementation of total quality, two main theories can be identified in the scientific literature. The one that emphasizes the instauration of a climate of fear, is called

- A. Theory X
- B. Theory W
- C. Theory Y
- D. Theory Z

ANSWER: A

The ISO 9000 standard outlined various essential conditions that contribute to the product quality. It is not one of them

- A. Quality due to the management of the product
- B. Quality due to defining the need for the product
- C. Quality due to the design of the product
- D. Quality due to the support of the product

ANSWER: A

It is not a principle of Quality Management

- A. Management by objectives
- B. Customer focus
- C. Leadership
- D. Process based approach

ANSWER: A

All the activities involved in selling goods or services directly to final consumers for their personal, nonbusiness use is, commonly, referred to as

- A. Retail
- B. Wholesale
- C. International trade
- D. Regional trade

ANSWER: A

A relatively large, low-cost, low-margin, high-volume, self-service operation designed to serve the customer's total needs for grocery and household products is a

- A. Supermarket
- B. Department store
- C. Specialty store
- D. Superstore

ANSWER: A

An independently owned wholesale business that takes title to the merchandise it handles is

- A. A merchant wholesaler
- B. A broker
- C. A cooperative
- D. An agent

ANSWER: A

Wholesale segmentation and targeting is part of the

- A. Wholesale strategy
- B. Wholesale marketing mix
- C. Wholesale quality control
- D. Wholesale human resources management

ANSWER: A



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Is a retailer that buys at less-than-regular wholesale prices and sells at less than retail

- A. Off-price retailer
- B. Industrial distributor
- C. Drop shipper
- D. Service retailer

ANSWER: A

It is not one of the major types of retail organizations

- A. Producers' cooperatives
- B. Corporate chain store
- C. Voluntary chain
- D. Franchise organization

ANSWER: A

As immaterial goods, the majority of services can be characterized as

- A. Non-storable
- B. Transportable
- C. Public goods
- D. Merit goods

ANSWER: A

The relocation of people from rural to urban living has influenced the growth of the service sector

- A. Positively
- B. Negatively
- C. Neutrally
- D. This relocation did not happen

ANSWER: A

In the second phase in the development of the service sector employment

- A. Employment in services accelerates
- B. The service runs parallel to industry
- C. Outsourcing is widely used
- D. The second phase did not exist

ANSWER: A

The majority of tax-financed services are consumed by

- A. Children and retired people
- B. Corporate employees
- C. Foreigners
- D. There are no tax-financed services

ANSWER: A

Taking into account the separating distance, which of the following sentences is true?

- A. Distribution costs are much higher for services than for transportable material goods
- B. Material goods have a low cost of distribution
- C. Material services have a low cost of distribution
- D. Services and goods have equal distribution costs

ANSWER: A

Vital tourism demand data include

- A. How many visitors arrived
- B. How many residents are at destination
- C. How many tourism units exist at destination
- D. The travel propensity of residents

ANSWER: A

Tourists and excursionists are different in terms of

- A. The amount of time they spend at destination
- B. The amount of money they spend at destination
- C. The means of transportation they use



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D. The two concepts are identical

ANSWER: A

The tourism operating sectors comprise

- A. Hotels and restaurants
- B. Transportation and culture
- C. Accommodation and the hosts' friendliness
- D. Number of residents

ANSWER: A

Cruise ships, ferryboats and chartered boats are not part of the

- A. Commercial sector
- B. Tourism operating sector
- C. Water transportation system
- D. Tourism transportation sector

ANSWER: A

The number of visitors to a given area and the means of transportation they used represent important data characterizing

- A. Tourism demand
- B. Tourism supply
- C. The tourism services strategy
- D. Service strategy

ANSWER: A

Visitor-days and visitor-nights

- A. Are measures of demand
- B. Are the same as the number of visitors
- C. Have a greater impact on tourism supply
- D. Apply to residents

ANSWER: A

The simple regression, linear least squares method, is used in tourism to

- A. Forecast tourism demand
- B. Explain the transportation Delphi method
- C. Analyze and explain tourism supply
- D. Forecast the number of residents

ANSWER: A