



The Bucharest University of Economic Studies
MASTER'S PROGRAM ADMISSION
July 2022

BT2 a6

Faculty of BUSINESS AND TOURISM

1. The second stage in achieving an integrated supply chain is:
 - a) External integration
 - b) Baseline
 - c) Internal integration
 - d) Functional integration

2. The development of service sector employment had:
 - a) Two phases
 - b) No phases
 - c) Four phases
 - d) Three phases

3. The infrastructure of a tourism destination includes:
 - a) Local government, roads, hotels
 - b) Sewage systems, festivals, supermarkets
 - c) Roads, hotels, festivals
 - d) Roads, sewage systems, commercial facilities

4. The creation of a climate of confidence both inside and outside the organization, regarding its efforts and results in achieving quality refers to:
 - a) Quality control
 - b) Accounting
 - c) Quality assurance
 - d) Marketing

5. A wholesaler who does not take title to goods and whose function is to bring buyers and sellers together and assist in negotiation is:
 - a) A broker
 - b) A manufacturers' sales branches and offices
 - c) An agent
 - d) A merchant wholesaler

6. Which of the following relates to the time and cost involved in traveling from the origin to the destination and back?
 - a) Social distance
 - b) Cultural distance
 - c) Economic distance
 - d) Moral distance

7. Where labour is the most important factor of production and people are the direct service recipients, it is common to speak about:
 - a) Personal services
 - b) Impersonal services
 - c) Personal goods
 - d) Impersonal goods



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8. Being immaterial is a characteristic of services that means that the large majority of services are:
- Only non-transportable
 - Non-possible
 - Only non-storable
 - Non-storable and non-transportable
9. The definition: "They seek various psychic and physical experiences and satisfactions. The nature of these will largely determine the destination chosen and the activities enjoyed" is that of the:
- The host community
 - The government of the host community
 - Businesses providing tourist goods
 - Tourists
10. Natural resources, built environment, operating sectors are components of the:
- Health business sector
 - Cultural tourism sector
 - Tourism supply
 - Tourism demand
11. It is not a primary logistics activity:
- Transportation
 - Waiting time
 - Facility structure
 - Inventory
12. The sentence "Production and consumption occur simultaneously" refers to services being:
- Productive
 - Tangible
 - Not productive
 - Non-storable
13. It is a basic principle of TQM:
- Philosophy: the prevention of the causes of errors
 - Extension: to all the employees
 - Methods: dedicated, active, strategic action of the top management
 - All answers might be correct
14. It is part of the wholesale strategy:
- Wholesale segmentation and targeting
 - Wholesale prices
 - Promotion
 - Distribution



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15. When referring to the evaluation criteria of the EFQM Excellence Model (2012), two main classes are considered: enablers (determining factors) and results. It might be an enabler:

- a) All the answers might be correct
- b) People
- c) Strategy
- d) Leadership

16. It is not part of the retail marketing mix:

- a) Promotion
- b) Product and service assortment
- c) Retail prices
- d) Store differentiation and positioning

17. There are different tactics to implement supply chain management. It is not one of them:

- a) Reducing the number of suppliers and carriers
- b) Developing strong relationships with supply chain management members
- c) Developing low-quality products and services
- d) Reducing the order cycle time

18. It is a fundamental principle promoted by the 2013 edition of the EFQM Excellence Model:

- a) Creating a sustainable future
- b) Developing organisational capability
- c) All answers might be correct
- d) Adding value for customers

19. Value chain activities can be categorised into two types: primary activities and support activities. It is not a primary activity:

- a) Marketing and sales
- b) Operations
- c) Firm infrastructure
- d) Inbound logistics

20. Wholesalers add value by performing different channel functions. These might refer to:

- a) Warehousing
- b) Buying and assortment building
- c) All answers might be correct
- d) Bulk breaking

21. International tourism is composed by:

- a) Inbound tourism and outbound tourism
- b) Outbound tourism and cultural tourism
- c) Inbound tourism and domestic tourism
- d) Ecotourism and Rural tourism



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22. The process of planning, organizing, and controlling the flow of materials and services from suppliers to end users/customers refers to:
- Total quality management
 - Marketing
 - Wholesale
 - Supply chain management
23. A wholesaler that carries a limited line of fast-moving goods and sells to small retailers for cash, normally, not delivering the goods, is:
- A drop shipper
 - A truck jobber
 - A rack jobber
 - A cash-and-carry wholesaler
24. The service sector coincides with which stage in the descriptions of the economy?
- Fourth stage
 - Secondary stage
 - Tertiary stage
 - Primary stage
25. Quality management was presented in specialized works by its promoters in a wide perspective. Deming referred to it as:
- A change of paradigm
 - An alternative to management by control
 - Revolutionary management
 - A new approach to the organization management
26. In the oppositional pair "goods vs. services" goods are:
- Included in the services category
 - Strategically placed second
 - Contrasted to services
 - Equal to services
27. A model for obtaining success in the marketplace is reflected by the "Three Cs". This refers to:
- Customers, company, competitor
 - Company, credits, clients
 - Competitors, clients, credits
 - Customers, costs, credits
28. The ISO 9000 standard could be applied at the level of an organization in different situations. These might refer to:
- On the request of another party
 - On the initiative of the management
 - No answer is correct
 - Both answers are correct



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29. All the activities involved in selling goods or services directly to final customers for their personal, non-business use, refer to:

- a) Marketing
- b) Retailing
- c) Wholesaling
- d) Accounting

30. The excursionists are also called:

- a) Cultural tourists
- b) Business travellers
- c) Same-day visitors
- d) Multiple day visitors