



The Bucharest University of Economic Studies

MASTER'S PROGRAM ADMISSION

July 2022

BT2 b3

Faculty of BUSINESS AND TOURISM

1. Personal services:

- a) All answers might be correct
- b) Are the largest service sub-category
- c) Address to people, that are the direct service recipients
- d) Refer to situations where labour is the most important factor of production

2. The sentence "Production and consumption occur simultaneously" refers to services being:

- a) Tangible
- b) Productive
- c) Non-storable
- d) Not productive

3. Air, climate, physiography and landforms, flora, fauna are all components of:

- a) Natural resources and environment
- b) Operating sectors
- c) Built environment
- d) Spirit of hospitality

4. For evaluating the fulfilment of the 9 criteria of the EFQM model which underlie the granting of the European Quality Award, the RADAR method is applied. The RADAR method refers to:

- a) Results, approach, development, aspiration and refine
- b) Responsibility, approach, development, assess and redefine
- c) Results, approach, deployment, assess and refine
- d) Responsibility, approach, development, aspiration and redefine

5. The same-day visitors are also called:

- a) Cultural tourists
- b) Eco tourists
- c) Excursionists
- d) Residents

6. Are major types of retail organizations:

- a) Corporate chains
- b) Retailer cooperatives
- c) Voluntary chains
- d) All answers might be correct

7. A store that carries standard merchandise sold at lower prices with lower margins and higher volumes is a:

- a) Department store
- b) Supermarket
- c) Discount store
- d) Off-price retailer



The Bucharest University of Economic Studies

MASTER'S PROGRAM ADMISSION

July 2022

BT2 b3

Faculty of BUSINESS AND TOURISM

8. Inbound tourism is defined as:

- a) Visits by residents of a country to their country
- b) Visits by non-residents of a country to their own country
- c) Visits to a country made by non-residents
- d) Visits by residents of a country for business reasons

9. It is part of the retail strategy:

- a) Product and service assortment
- b) Retail prices
- c) Retail segmentation and targeting
- d) Promotion

10. All the activities involved in selling goods and services to those buying for resale or business use, are commonly referred to, as:

- a) Finance
- b) Wholesaling
- c) Retailing
- d) Management

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

- a) Procurement
- b) Marketing and sales
- c) Firm infrastructure
- d) Human resource management

12. The service sector expansion is considered to have:

- a) One stage of development
- b) Three stages of development
- c) Four stages of development
- d) No stages of development

13. ISO 9002 refers to:

- a) Quality systems – Model for quality assurance in production and installation
- b) Quality systems – Model for quality assurance in final inspection and tests
- c) Quality systems – Model for quality assurance in design/development, production, installation and servicing
- d) Quality management and quality system elements – Guidelines

14. The third evolutionary stage of supply management is:

- a) Mechanical
- b) Proactive
- c) Strategic supply management
- d) Reactive



The Bucharest University of Economic Studies

MASTER'S PROGRAM ADMISSION

July 2022

BT2 b3

Faculty of BUSINESS AND TOURISM

15. It is not part of the wholesale marketing mix:

- a) Product and service assortment
- b) Promotion
- c) Wholesale prices
- d) Differentiation and service positioning

16. In the oppositional pair "goods vs. services", services are:

- a) Strategically placed first
- b) Equal to goods
- c) Included in the goods category
- d) Contrasted to goods

17. The tertiary production stage includes:

- a) Banking, forestry and transport
- b) Health, education and manufacturing of goods
- c) Transport, banking, health
- d) Manufacturing of goods and mining

18. 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 fulfil customer requests; and utilizing the network to fulfil customer requests in a timely way, defines the:

- a) Human resources management
- b) Integrated logistics
- c) Retail
- d) Wholesale

19. The definition: "They usually see tourism as a cultural or employment factor. Of importance to this group, for example, is the effect of the interaction between large numbers of international visitors and residents." refers to:

- a) The host community
- b) The tourists
- c) The central government
- d) The businesses providing tourist goods

20. Shopping centres might be:

- a) Neighbourhood shopping centres
- b) Regional shopping centres
- c) Community shopping centres
- d) All answers might be correct



The Bucharest University of Economic Studies

MASTER'S PROGRAM ADMISSION

July 2022

BT2 b3

Faculty of BUSINESS AND TOURISM

21. It is not a fundamental principle promoted by the 2010 edition of the EFQM Excellence Model:

- a) Achieving unbalanced results
- b) Adding value for customers
- c) Leading with vision, inspiration and integrity
- d) Managing by processes

22. "The large majority of services can be characterized as non-storable and non-transportable" refers to which characteristic of services?

- a) Transportation degree of services
- b) Immateriality of services
- c) Non-perishability of services
- d) Immateriality and non-perishability of services

23. Which of the following refers to the extent to which the culture of the area from which the tourist originates differs from the culture of the host region?

- a) Long distance
- b) Cultural distance
- c) Social distance
- d) Economic distance

24. For the beginning, the "zero defects" concept was made up of different stages. These refer to:

- a) The recognition of results
- b) All answers might be correct
- c) The measuring of quality
- d) The launching of corrective actions

25. When referring to the evaluation criteria of the EFQM Excellence Model (2012), two main classes are considered: enablers (determining factors) and results. It is not an enabler:

- a) Leadership
- b) Customer results
- c) People
- d) Strategy

26. The fourth stage in achieving an integrated supply chain is:

- a) Baseline
- b) Functional integration
- c) External integration
- d) Internal integration

27. Tourism superstructure includes:

- a) Hotels, restaurants, conference centers
- b) Hotels, sewage systems, roads
- c) Roads, hotels, restaurants
- d) Restaurants, festivals, minimarkets



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

BT2 b3

Faculty of BUSINESS AND TOURISM

28. It is not a primary service response logistics activity:

- a) Transportation
- b) Delivery
- c) Capacity
- d) Waiting time

29. As we move rapidly into the era of supply chain competition, a number of principles emerge to guide the supply chain manager. These can be conveniently summarised as the '4Rs', that refer to:

- a) Responsiveness, reliability, respect and responsibility
- b) Responsiveness, responsibility, respect and resilience
- c) Responsiveness, reliability, resilience and relationships
- d) Responsibility, reactivity, reliability and relationships

30. It is a fundamental concept of TQM:

- a) All answers might be correct
- b) Customer focus
- c) Continuous improvement
- d) The value of each individual