



**Faculty of BUSINESS AND TOURISM**

1. It is a type of merchant wholesaler:
  - a) Sales branches and offices
  - b) Agents
  - c) Cash-and-carry wholesalers
  - d) Brokers
  
2. The tertiary production stage includes:
  - a) Health, banking, transport
  - b) Banking, manufacturing of goods
  - c) There is no tertiary production stage
  - d) Manufacturing of goods and mining
  
3. It is part of the wholesale strategy:
  - a) Promotion
  - b) Wholesale prices
  - c) Wholesale segmentation and targeting
  - d) Distribution (location)
  
4. In the oppositional pair "goods vs. services", services are:
  - a) Placed fourth
  - b) The same as goods
  - c) Contrasted to goods
  - d) Included in the miscellaneous category
  
5. 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) Economic distance
  - b) Long distance
  - c) Physical distance
  - d) Cultural distance
  
6. It is a primary service response logistics activity:
  - a) Transportation
  - b) Communications and information
  - c) Waiting time
  - d) Material handling
  
7. It is not part of the retail marketing mix:
  - a) Retail segmentation and targeting
  - b) Retail prices
  - c) Product and service assortment
  - d) Promotion
  
8. The "non-storable and non-transportable" characteristic of services refers to those being:
  - a) Immaterial and non-perishable
  - b) Not productive
  - c) Non-perishable
  - d) Immaterial



**Faculty of BUSINESS AND TOURISM**

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

- a) Service strategy
- b) The tourism services' strategy
- c) Health supply
- d) Tourism demand

10. Two or more outlets that are commonly owned and controlled, represent a:

- a) Corporate chain store
- b) Retailer cooperative
- c) Franchise organization
- d) Voluntary chain

11. It is a primary logistics activity:

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

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

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

13. The period of expansion of the service sector has had:

- a) Eight stages of development
- b) No stages of development
- c) Three stages of development
- d) Nine stages of development

14. Personal services:

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

15. The same-day visitors are also called:

- a) Transport tourists
- b) Mountain tourists
- c) Soft ecotourists
- d) Excursionists

16. The concept of visitor-days is characterized by the statement:

- a) Has a great impact on banking services
- b) It is the same as number of residents
- c) It is a measure of tourism demand
- d) Applies only to ecological tourism



**Faculty of BUSINESS AND TOURISM**

17. In general, in the Management of Total Quality, all the companies share a common preoccupation for:
- Participation of all the employees
  - Quality by preventive measures
  - All answers might be correct
  - Measuring of quality
18. It is a basic principle of Total Quality Management (TQM):
- Regulated areas: the whole organization
  - All answers might be correct
  - Requirements: no errors
  - Aim: continuous improvement
19. Complete the definition of the host community, in a tourism sense: "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
  - Foreign non residents
  - Foreign tourists
  - Businesses providing non-tourism goods
20. The basic principles of the permanent improvement of the performances of an organization, under the conditions of the satisfaction of the customers and of all the interested parties might refer to:
- Customer focus
  - All answers might be correct
  - System approach to management
  - Leadership
21. The first stage in the evolution of Supply Management is:
- Strategic Supply Management
  - Mechanical
  - Reactive
  - Proactive
22. Successful companies will often seek to achieve a position based upon both a cost advantage and a value advantage. If the cost advantage is high and the value advantage is low, we deal with a:
- Cost and service leader
  - Commodity market
  - Cost leader
  - Service leader
23. The competitive advantage and the 'Three Cs' refers to:
- Customers, company, competitor
  - Client, collaboration, creativity
  - Creativity, company, client
  - Customers, company, client
24. It might be a primary activity in the value chain:



**Bucharest University of Economic Studies**  
**MASTER'S PROGRAM ADMISSION**  
**2025**

**BT2 b**

**Faculty of BUSINESS AND TOURISM**

- a) Procurement
- b) Inbound logistics
- c) Human resource management
- d) Firm infrastructure

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

- a) Highly not productive
- b) Extremely tangible
- c) Not productive
- d) Non-storable

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

- a) Explain the transportation Delphi method
- b) Analyze and explain tourism non supply
- c) Forecast the number of residents
- d) Forecast tourism demand

27. Inbound tourism could be described as visits to a country made by:

- a) Domestic tourists for business reasons
- b) Residents of that continent
- c) Non-residents of that country
- d) Non-residents of a country to their own country

28. Elements of tourism superstructure include:

- a) Restaurants, festivals
- b) Hotels, sewage systems
- c) Roads, hotels
- d) Hotels, restaurants

29. A retail organization that carries a wide variety of product lines, each line being operated as a separate department managed by specialist buyers or merchandisers, is a:

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

30. The firms engaged primarily in wholesaling activities are called:

- a) Retailers
- b) Marketing agents
- c) Financial institutions
- d) Wholesalers