



Entrance Test: Master in International Management

Sunday 8th September 2019

Duration: 180 minutes

No documents allowed - please switch off your mobile phone

Part 1: Writing assessment (40 points) *Indicative time: 30 min.*

Part 2: Structure and written expression (40 Questions - 40 Points) *Indicative time: 30 min.*

Part 3: Reading comprehension (20 questions - 20 points) *Indicative time: 30 min.*

Part 4: Problem solving and quantitative reasoning (20 questions - 20 points)
Indicative time: 60 min.

Part 5: General knowledge in economics and management (20 questions – 20 points)
Indicative time: 30 min.

Part 1: Writing Assessment

Instructions: On your exam sheet, write a clear logical and well organized response to the following question. Your response should be in the form of a short essay. Your answer should not exceed 2 pages. Write legibly. Essays that are illegible or are written on a topic other than the one outlined in the question will not be scored. Please use the exam sheet to write your essay. (Do not forget to indicate your first and last name on the exam sheet!)

Cambodian people's usage of social media has increased over the years. This increase has greatly contributed to the spread of both fake and real news contents, which paved the way for more confusions among people on what to believe and what not to.

Discuss these concerns as well as any other relevant factors and issues linked to this topic.



Part 2: Structure and written expression

Each of the following sentences contains one blank; each blank indicates that a word or set of words have been left out. Below the sentence are four words or phrases, marked (A), (B), (C), (D), and (E). Select the word or set of words that best complete the sentence. PLEASE CIRCLE YOUR ANSWER ON THE ANSWER SHEET

1. The selection committee for the exhibit was amazed to see such fine work done by a mere_____.
 - a. connoisseur
 - b. artist
 - c. amateur
 - d. entrepreneur
 - e. exhibitionist
2. Because he is so _____m we can never predict what course he will take at any moment.
 - a. incoherent
 - b. superficial
 - c. capricious
 - d. deleterious
3. He was so convinced that people were driven by_____ motives that he believed there was no such thing as purely unselfish act.
 - a. sentimental
 - b. personal
 - c. altruistic
 - d. ulterior
 - e. intrinsic
4. The seriousness of the drought could only be understood by those who had seen the _____ crops in the fields.
 - a. copious
 - b. deluged
 - c. wilted
 - d. bumper
 - e. diversified
5. The dispute became so _____ that we were afraid the adversaries would come to blows.
 - a. ironic
 - b. generalized
 - c. didactic
 - d. articulate
 - e. acrimonious
6. Despite the _____ of the materials with which Tiffany worked, many of his glass



- masterpieces have survived for more than seventy years.
- beauty
 - translucence
 - abundance
 - majesty
 - fragility
7. No summary of the behavior of animals toward reflected images is given, but not much else that is _____ seems missing from this comprehensive yet compact study of mirrors and mankind.
- redundant
 - contemplative
 - relevant
 - peripheral
 - disputable
8. Pain is the body's early warning system: loss of _____ in the extremities leaves a person _____ injuring himself unwittingly.
- agony...incapable of
 - sensation...vulnerable to
 - consciousness... desirous of
 - feeling...habituated to
 - movement...prone to
9. Much of the clown's success may be attributed to the contrast between the _____ manner he adopts and the general _____ that characterizes the circus.
- giddy... sobriety
 - lugubrious...hilarity
 - gaudy...clamor
 - joyful...hysteria
 - frenetic...excitement
10. Today's small, portable computers contrast markedly with the earliest electronic computers, which were _____.
- effective
 - invented
 - useful
 - destructive
 - enormous
11. More insurers are limiting the sale of property insurance in coastal areas and other regions _____ natural disasters.
- safe from
 - according to
 - despite
 - which include
 - prone to



12. Unlike his claimer, more easygoing colleagues, the senator was _____, ready to quarrel at the slightest provocation.
- whimsical
 - irascible
 - gregarious
 - ineffectual
 - benign
13. Reconstructing the skeletons of extinct species like dinosaurs is _____ process that requires much patience and effort by paleontologists.
- a nascent
 - an aberrant
 - a disheveled
 - a worthless
 - an exacting
14. Nearly _____ by disease and the destruction of their habitat, koalas are now found only in isolated parts of eucalyptus forests.
- dispersed
 - compiled
 - decimated
 - infuriated
 - averted
15. Deep ideological _____ and internal power struggles _____ the government.
- disputes...facilitated
 - similarities...protracted
 - distortions...accelerated
 - agreements...stymied
 - division...paralyzed

Question 16-40, you will find that the error, if there is one, is underlined and lettered. If there is an error, select the one underlined (A), (B), (C) or (D) that must be changed to make the sentence correct. If there is no error, select the underline (E).

16. In the original Star Trek series, the crew defied the laws of nature, because they could

A

B

C

breathe as easily on other planets as humans could breathe on Earth. No error

D

E

17. Thomas was so proud of his younger brother, who was graduating from college last

A

B

C

D

month. No error.

E



18. Outside the barn, a commotion involving three hens and a rooster woke the twins,

A B C

who were sleeping deep. No error

D E

19. When we looked at the photograph of the lightning bolt hitting the tree, we noticed a

A B

more smaller bolt of electricity also emanating from the ground. No error.

C D E

20. Our Monthly Club seasonal fruits are such a popular gift item that it has become

A B

necessary to find ways to accelerate the growth of its trees. No error.

C D E

21. He could have easily completed the unusually long and complicated assignment

A B

before it was due, if only he had started it earlier in the week. No error.

C D E

22. Concerned about the playoff game on Saturday, each of the team members spent most

A B C

of the week practicing their plays. No error.

D E

23. Studies indicate that the environment in schools where there are less adults on staff is

A B C

often not conducive to learning. No error.

D E

24. At breakfast, Dad asked Halary and I if we wanted to attend my cousin Noah's

A B C

university graduation ceremony in Nebraska next spring. No error.

D E

25. Only after the water in the river had rose to dangerous levels did the governor order

A B C

the evacuation of the city. No error.

D E



26. The list concert-goers who waited hours for the entrance of their favorite music

A

group, include more than one hundred fans from European countries, who traveled long

B

C

D

distance for the show. No error.

D

27. Because the university's math department was reconsidering its degree requirement it

A

announced that the schedule of classes would be delayed for an indecisive period.

B

C

D

No error.

E

28. Grant Parson's new book is more a compilation of stories than like a novel;

A

B

characters and plot lines appear and disappear from chapter to chapter. No error

C

D

E

29. The great blue heron, perhaps the most elegant species among birds, live in most part

A

B

of the United States, at home in wetland habitats in both inland and coastal regions. No

C

D

E

error

30. At the football stadium, Susan liked watching the home team's pre-game warm-ups,

A

which she considered more interesting than the visiting team. No error

B

C

D

E

31. By tracing the source of artifacts found in Europe, researchers determined that the

A

B

pattern of Viking settlements were generally similar, but varied in response to different

C

B

climates. No error.

E



32. The cake recipe actually called for a generous amount of sugar, and Chad used a
A B
sugar substitute instead since he wanted to lower the cake's calorie count. No error
C D E
33. Although Luther Burbank conducted experiments that led to many new or improved
A B
plants, such as the blight-resistant potato, his attempt to develop a spineless cactus was
C D
not a success. No error
E
34. They were relieved when monsoons carried rain from the southern seas and
A B C D
replenished India's drought-stricken water supply. No error
E
35. All of the children waiting for the school bus seen the crossing guard walking out into
A B C
the street to stop traffic. No error
D E
36. Arthur Miller's moral viewpoint allows him to produce plays that uniquely and
A B
dramatically expresses the damaging effect modern life has had on Americans. No error
C D E
37. While many small children claim hearing Santa and his reindeer on the roof, few
A B
teenagers believe that such a person truly exists. No error
C D E
38. This week, the company initiated Hawaiian Shirt Day in an attempt at creating a
A B
higher degree of team spirit in the office. No error.
C D E



39. As Shirin Abadi was awarded the Nobel Peace Prize, many of her colleagues praised

A

B

C

her exceptional efforts about democracy and human rights in Iran. No error

D

E

40. Although the San Francisco Earthquake in the spring of 1906 was leveling many

A

B

buildings, the subsequent series of fires actually destroyed most of the city. No error

C

D

E

Part 3: Reading comprehension

You will read a number of passages. Each one is followed by questions about it. Answer all of the questions following a passage on the basis of what is stated or implied in that passage. Choose the one best answer, (A), (B), (C), or (D), to each question. PLEASE CIRCLE YOUR ANSWER ON THE ANSWER SHEET

Questions 41 through 45 are based on the following passage. The answers are in the text. Only one correct answer for each question.

For people in Southeast Asian refugee families, the experience of aging in America is very different from what they had expected for their second half of life. Older Southeast Asia refugees must cope with their rapidly acculturating younger family members, while taking on new roles and expectations in a foreign culture.

Many Southeast Asian immigrants find that by American standards, they are not even considered elderly. Migration to a new culture often changes the definition of life stages. In the traditional Hmong culture of Vietnam, one can become an elder at 35 years of age when one become a grandparent. With grandparent status, elder Hmong can retire and expect their children to take financial responsibility for the family. Retiring at 35, of course, is not acceptable in the United States.

There is a strong influence of Confucianism in traditional Vietnamese society. Confucianism, an ancient system of moral and religious thought, fosters strong filial piety and respect for family elders. In many Southeast Asian societies, age roles are hierarchical, with strict rules for social interaction. In American culture, their credibility decreases when advising younger family members about important decisions. As younger family members take on primary roles as family mediators with American institutions-schools, legal systems, and social service agencies, for example- the leadership position of elders within the family is gradually eroded.

Refugee elders must also cope with differences in gender role in the United States. Even before migration, traditional gender roles were changing in Southeast Asia. During the Vietnam War, when men of military age were away, women took responsibility for tasks normally divided along gender lines. When Vietnamese families came to this country, changes in traditional gender



roles became more pronounced. There were more employment opportunities for younger refugees and middle-aged refugee women because their expectations often fit with the lower status jobs that were among the few opportunities open to refugees. Many middle-aged women and younger refugees of both sexes became family breadwinners. This was a radical change for middle-aged men, who had been the major breadwinners of the family.

Although the pattern for long-term adaptation of middle-aged and older Southeast Asia refugees is still unknown, there are indications that the outlook for women is problematic. Many older women provide household and childcare services in order to allow younger family members to hold jobs or go to school. While these women are helping younger family members to succeed in America, they themselves are often isolated at home and not learning English or other new skills, or becoming more familiar with American society. Thus, after the immigrant family passes through the early stages of meeting basic survival needs, older women may find that they are strangers in their own families as well as their new country.

41. The author mentions “the traditional Hmong culture” in order to
- (A) show that social expectations may vary greatly from one country to another
 - (B) suggests the lessening importance of traditional values in Vietnamese society
 - (C) indicate that modern Vietnam encompasses a number of ancient cultures.**
 - (D) illustrate the growing influence of Confucianism in Vietnamese society
 - (E) compare the religious beliefs of the Vietnamese to those of other Southeast Asian peoples.
42. The author uses the term “family mediators” to mean the
- (A) traditional role of elders in Vietnamese families**
 - (B) responsibilities which young refugees assume in a new country
 - (C) help that newly arrived refugees get from friends who migrated earlier
 - (D) professional help available to refugee families in U.S. communities
 - (E) benefits that American society derives from immigrant people
43. The word “pronounced” most nearly means
- (A) delivered
 - (B) noticeable**
 - (C) famous
 - (D) acceptable
 - (E) declared



44. The phrase “radical change” refers to the fact that
- (A) older refugees find that retirement ages are very different in America
 - (B) women filled men’s job during the Vietnam War**
 - (C) education of their children is considered crucial by refugee parents
 - (D) refugee men are often displaced as primary income earners in their families.
 - (E) it is difficult for young refugee of both sexes to find jobs in America

45. The author’s point about the problematic long-term outlook for refugee women is made primarily through
- (A) personal recollection
 - (B) historical discussion
 - (C) case study analysis
 - (D) philosophical commentary
 - (E) informed speculation**

Questions 46 through 53 are based on the following passage. The answers are in the text. Only one correct answer for each question.

Day had broken cold and gray, exceedingly cold and gray, when the man turned aside from the main Yukon trail and climbed the high earth-bank, where a dim and little traveled trail led eastward through the fat spruce timberland. It was a steep bank, and he paused for breath at the top, excusing the act to himself by looking at his watch. It was nine o'clock. There was no hint of sun, though there was not a cloud in the sky. It was a clear day, and yet there seemed an intangible pall over the face of things, a subtle gloom that made the day dark, and that was due to the absence of sun, though there was not a cloud in the sky. I was a clear day, and yet there seemed and intangible pall over the face of things that made the day dark. This fact did not worry the man.

In fact, all this- the dim trail, the absence of sun from the sky, the tremendous cold, and the strangeness and weirdness of it all-made no impression on the man. It was not because he was used to it. He was a newcomer in the land, and this was his first winter. The trouble was that he was without imagination. He was young and quick and alter in the things of life, but only in the things, and not in the significances. It was fifty degrees below zero, he judged. That impressed him as being cold and uncomfortable, but it did not lead him to meditate upon his frailty as a creature of temperature, and upon human frailty in general, able only to live within narrow limits of heat and cold; and from there on it did not lead him to the conjectural field of immortality and humanity’s place in the universe. Fifty degrees below zero stood for a bite of frost that hurt and that must be guarded against. Nothing more than that entered his head.

He plunged in among the trees with determination. The trail was faint. A foot of snow had fallen since the last sled had passed, and he was glad he was traveling light. In fact, he carried



nothing but the lunch wrapped in the handkerchief. He was surprised, however, at the cold. It certainly was cold, he concluded as he rubbed his numb nose and cheek-bones with his mittened hand. He was bearded, but did not protect the high cheek-bones and the eager nose that thrust itself aggressively into the frosty air.

At his heels walked a dog, a big native husky, gray-coated, without any visible or temperamental difference from its close relative, the wild wolf. The animal was depressed by the tremendous cold. It knew that it was no time for traveling. Its instinct told it a truer tale than was told to the man by the man's judgment. In reality, it was not merely colder than fifty below zero; it was colder than sixty below, than seventy below. It was seventy-five below zero. The dog knew nothing of thermometers. Possibly in its brain there was no sharp consciousness of a condition of very cold such as was in the man's brain. But the brute had its instinct. It experienced a vague but menacing apprehension that subdued it and made it slink along at the man's heels, and that made it question eagerly every unwonted movement of the man as if expecting him to go into camp or to seek shelter somewhere and build a fire. The dog had learned fire, and it wanted fire, or else to burrow under the snow and cuddle its warmth away from the air.

46. By using the phrase “excusing the act to himself”, the author suggests that the man
- (A) is annoyed that it is already nine o'clock in the morning
 - (B) distrusts his own intuitive reactions to things finds fault with others more readily than with himself
 - (C) finds fault with others more readily than with himself
 - (D) doubts that the time of day has any real bearing on things
 - (E) dislikes admitting to personal weaknesses**
47. The author identifies the man as “a newcomer in the land” most likely in order to suggest that the man was
- (A) excited at being in a new place with many opportunities
 - (B) nervous about being alone in an unfamiliar place
 - (C) lacking in knowledge and experience about the things around him**
 - (D) trying hard to forget something in his past
 - (E) unsure about why he chose to come to the new place
48. The phrase “a creature of temperature” refer to
- (A) the man's preference for cold climates
 - (B) the innate human ability to judge temperature
 - (C) the fact that one's personality is shaped by the environment



(D) the human body's physical vulnerability in extreme climates

(E) the man's unfamiliarity with wilderness survival techniques

49. Judging from paragraph 'He was young... in the universe', the man does not see that

(A) he should appreciate the immense beauty of nature

(B) humans cannot survive in the Alaskan wildness

(C) there is no way to accurately judge the temperature

(D) the extreme cold could potentially be fatal

(E) he has undertaken to do something which most people could not

50. The man's opinion of the temperature "Fifty degrees--- his head"

(A) determination to succeed against all odds

(B) lack of concern about personal welfare

(C) pragmatic approach to travel

(D) absence of insight and understanding

(E) apprehension about the extreme cold

51. By discussing the dog's reaction to the "tremendous cold" from (The animal...nothing of thermometers), the author suggests that

(A) Animal instinct can prove to be superior to human intelligence

(B) animal can judge temperature more accurately than humans can

(C) humans are ill-equipped to survive in the wilderness

(D) there is little difference between animal instinct and human judgement

(E) animal and humans have different reactions to extreme temperatures.

52. the statement "the dog knew nothing of the thermometer" means that

(A) dogs need not be as concerned about temperature as humans do

(B) the dog's awareness of its environment is on a different level from the man's

(C) a dog's mental faculties are not very well developed

(D) the dog's experience of humans had been rather limited

(E) the dog could not rely on the technological devices that the man could



53. Which of the following best explains why the dog would ‘question every unusual movement of the man’ (the man’s heels..... if expecting him)

- (A) The dog senses that it cannot rely on the man for survival.
- (B) The man is beginning to be visibly affected by the cold
- (C) the dog recognizes the need for protection from the cold**
- (D) The dog worries that the man intends to leave it behind.
- (E) the dog understands that the man does not realize how cold it is

Questions 54 through 55 are based on the following passage. The answers are in the text. Only one correct answer for each question.

Eugene O’Neill is truly a playwright of ideas, ideas that speak to a fundamental aspect of humanity. Many of O’Neill’s plays are set firmly on American soil at a particular time in history, and it is easy to imagine that since the characters on stage are American, the only viable audience for such a play must be American as well. While a logical conclusion, this does not allow for the consistently strong record of production of O’Neill plays in Europe. His plays encompass ideas relevant to everyone, not just Americans.

54. The “logical conclusion” is contradicted by O’Neill’s

- (A) primarily American audiences
- (B) knowledge of American humanity
- (C) mastery of playwriting
- (D) authentically American characters
- (E) popularity in Europe**

55. Which of the following, if true, would most seriously undermine the conclusion of the passage?

- (A) O’Neill’s plays, once popular in American theaters, are rarely performed there today.
- (B) In order to be a successful playwright, it is important to cultivate a specific and loyal following.
- (C) When O’Neill’s plays are staged in Europe, they are generally performed in English.
- (D) The audience attending O’Neill’s plays in Europe are, for the most part, Americans traveling or living in Europe.**
- (E) O’Neil never traveled to Europe.



Questions 56 through 57 are based on the following passage. The answers are in the text. Only one correct answer for each question.

Since the world has become industrialized, there has been an increase in the number of animal species that have either become extinct or have neared extinction. Bengal tigers, for instance, which once roamed the jungles in vast numbers, now number only about 2,300, and by the year 2025 their population is estimated to be down to zero. What is alarming about the case of the Bengal tiger is that this extinction will have been caused almost entirely by poachers who, according to some sources, are not interested in material gain but in personal gratification. This is an example of the callousness that is part of what is causing the problem of extinction. Animals like the Bengal tiger, as well as other endangered species, are a valuable part of the world's ecosystem. International laws protecting these animals must be enacted to ensure their survival, and the survival of our planet.

Countries around the world have begun to deal with the problem in various ways. Some countries, in order to circumvent the problem, have allocated large amounts of land to animal reserves. They then charge admission to help defray the costs of maintaining the parks, and they often must also depend on world organizations for support. With the money they get, they can invest in equipment and patrols to protect the animals. Another solution that is an attempt to stem the tide of animal extinction is an international boycott of products made from endangered species. This seems fairly effective, but it will not, by itself, prevent animals from being hunted and killed.

56. What is the main topic of the passage?

- (A) the Bengal tiger
- (B) international boycotts
- (C) endangered species
- (D) problems with industrialization

57. Which of the following is closest in meaning to the word "alarming" ?

- (A) dangerous
- (B) serious
- (C) gripping
- (D) distressing



58. Which of the following could best replace the word "case"?

- (A) act
- (B) situation**
- (C) contrast
- (D) trade

59. The word "poachers" could be best replaced by which of the following?

- (A) illegal hunters**
- (B) enterprising researchers
- (C) concerned scientists
- (D) trained hunters

60. The word "callousness" could best be replaced by which of the following?

- (A) indirectness**
- (B) independence
- (C) incompetence
- (D) insensitivity

Part 4: Problem solving and quantitative reasoning

Circle the correct answer on your answer sheet

Q1. Sokha drove to a meeting at 60 Kilometers per hour. Returning over the same route he encountered heavy traffic and was able to drive at only 40 kilometers per hour. If the return trip took 1 hour longer, how many kilometers did he drive each way?

- a. 2**
- b. 3
- c. 5
- d. 120
- e. 240

Q2. In 1980, Sophy (woman) was 3 times as old as Dara (man), but in 1984 she was only twice as old as he was. How old was Dara in 1990?

- a. 4**
- b. 8
- c. 12
- d. 16



Q3. On a certain project the only grades awarded were 75 and 100. If 85 students completed the project and the average of their grades was 85, how many earned 100?

- a. 34
- b. 40
- c. 45
- d. 51
- e. 60

Q4. In an office there was a small cash box. One day Sothea took half of the money plus \$1 more. Then Pisey took half of the remaining money plus \$1 more. Mony then took the remaining \$11. How many dollars were originally in the box?

- a. 40
- b. 45
- c. 50
- d. 55
- e. 60

Q5. The ratio of two quantities is 3:4. If each of the quantities is increased by 1, what is the ratio of these two new quantities?

- a. $\frac{9}{16}$
- b. $\frac{2}{3}$
- c. $\frac{3}{4}$
- d. $\frac{4}{5}$
- e. It cannot be determined from the information given.

Q6. A reservoir is at full capacity at the beginning of summer. By the first day of fall, the level in the reservoir is 30 percent below full capacity. Then during the fall, a period of heavy rains increases the level by 30 percent. After the rains, the reservoir is at what percent of its full capacity?

- a. 60%
- b. 85%
- c. 91%
- d. 95%
- e. 100%

Q7. If $n \neq 0$, then which of the following must be true?

- I. $n^2 > n$
- II. $2n > n$
- III. $n + 1 > n$



- a. I only
- b. II only
- c. III only
- d. I and III only
- e. I, II, and III

Q8. If $\sqrt{x + 2y} - 2 = 15$, what is the value of y in terms of x ?

- a. $\frac{289-x}{2}$
- b. $289 - x$
- c. $\frac{17-x}{2}$
- d. $17 - x$
- e. 289

Q9. If $f(x) = 2 - \sqrt{x - 7}$, and $f(x)$ is a real number, which of the following cannot be the value of x ?

- a. 4
- b. 7
- c. 11
- d. 102
- e. 496

Q10. A scientist is running an experiment with two species of bacteria that grow exponentially. If species A doubles in population every 2 days, species B doubles in population every 5 days, and each species began the experiment with a population of 50 bacteria, what will the difference be between the population of the two species after 10 days.

- a. 200
- b. 800
- c. 1200
- d. 1400
- e. 1500

Q11. A certain machine caps 5 bottles every 2 seconds. At this rate, how many bottles will be capped in 1 minute?

- a. 10
- b. 75
- c. 150
- d. 225
- e. 300



Q12. If $2n+3=5$, then $4n=$

- a. 1
- b. 2
- c. 4
- d. 8
- e. 16

Q13. At a certain school, if the ratio of teacher to students is 1 to 10, which of the following could be the total number of teachers and students?

- a. 100
- b. 121
- c. 144
- d. 222
- e. 1,011

Q14. Which of the following values of s would yield the smallest value for $4 + \frac{1}{s}$?

- a. $\frac{1}{4}$
- b. $\frac{1}{2}$
- c. 1
- d. 2
- e. 4

Q15. If a increase by 10% and b is decreased by 10%, the resulting number will be equal. What is the ratio of a to b ?

- a. 9 / 11
- b. 9/10
- c. 1 / 1
- d. 10 / 9
- e. 11/9

Q16. A number is “nifty” if it is a multiple of 2 or 3. How many nifty number are there between -11 and 11?

- a. 6
- b. 7
- c. 11
- d. 15
- e. 17



Q17. On a certain Russian-American committee, $\frac{2}{3}$ of the members are men and $\frac{3}{8}$ of the men are Americans. If $\frac{3}{5}$ of the committee members are Russians, what fraction of the members are American women?

- a. $\frac{3}{20}$
- b. $\frac{11}{60}$
- c. $\frac{1}{4}$
- d. $\frac{2}{5}$
- e. $\frac{5}{12}$

18. Charlie bought a \$60 radio on sale at 5% off. How much did he pay, including 5% sales tax?

- a. \$54.15
- b. \$57.00
- c. \$57.75
- d. \$59.85
- e. \$60.00

19. On a test consisting of 80 questions, Marie answered 75% of the first 60 questions correctly. What percent of the other 20 questions did she need to answer correctly for her grade on the entire exam to be 80%?

- a. 85%
- b. 87.5%
- c. 90%
- d. 95%
- e. 100%

20. A printer that can print 1 page in 5 seconds shuts down for 3 minutes to cool off after every hour of operation. How many minutes will the printer take to print 3600 pages?

- a. 300
- b. 312
- c. 315
- d. 18,000
- e. 18,897



Part 5: General knowledge in economics and management

Circle the correct answer on your answer sheet

Q1. The Marketing Mix consists of:

- a. Product, Price, Place, Promotion
- b. People, Products, Price, Place
- c. Process, People, Physical Evidence, Product
- d. Price, Promotion, Advertising, Place
- e. Process, Place, Physical Evidence, Product

Q2. Brand names are primarily used to:

- a. Show consumers you own the product
- b. Spice up the image of a product
- c. To help identify a product
- d. To help consumers select a product/service

Q3. Market segmentation refers to:

- a. Dividing products into distinct groups
- b. Dividing competitors into distinct groups
- c. Analysing consumer behavior
- d. The process of dividing markets into distinct groups of buyers

Q4. PEST is used for:

- a. Customer analysis
- b. Environmental analysis
- c. Competitor analysis
- d. Product adoption

Q5. S.W.O.T analysis is predominantly used to:

- a. Determine the sales of an organization
- b. Determine whether new products work or not
- c. Determine the capabilities of the organization
- d. Assess whether an organisation should hire a new employee

Q6. Quantitative data is the collection of:

- a. Data that analyses opinions and attitudes to a product
- b. Data that looks at consumer habits
- c. Data used for questionnaire design
- d. Data for numerical analysis

Q7. What is a major difference between debt and equity financing?

- a. Debt is from bank and equity investors are never from a bank
- b. Debt must be paid back with interest and equity is when someone takes an ownership stake in your company
- c. debt is bad and equity is good
- d. equity is bad and debt is good



Q8. Niche marketing is about:

- a. The firm concentrating their marketing effort on one particular segment
- b. The firm concentrating their marketing effort on several segments
- c. The firm concentrating their marketing effort on the mass market
- d. The firm concentrating their marketing effort on particular countries

Q9. A business owned by two or more people is called:

- a. a corporation
- b. looking for trouble
- c. a partnership
- d. venture capital

Q10. A merchandising business

- a. buys raw materials and transforms them into finished products
- b. buys finished products and resells them
- c. provides a service for a fee
- d. all of the above

Q11. The most common form of business organization is a

- a. corporation
- b. partnership
- c. sole proprietorship
- d. lemonade stand

Q12. Money supplied by investors, banks, or owners of a business is called

- a. capital
- b. incurred expenses
- c. secondary alignment
- d. pin money
- e. money time

Q13. Those who transform ideas for products or services into real-world businesses are known as

- a. profit takers
- b. accountants
- c. entrepreneurs
- d. organizers
- e. politicians

Q14. A corporation is a business organization that is recognized by law to:

- a. pay no tax
- b. have a life of its own
- c. have an active social life
- d. have at least 3 owners
- e. help the poorest



Q15. One of the disadvantages of a sole proprietorship is:

- a. all the profits go to the owner
- b. there are no lunch breaks
- c. the owner has all the risks
- d. there are few regulations to follow

Q16. The role of an auditor is to:

- a. check every financial transaction
- b. report to the directors whether the financial statements show a 'true and fair view'
- c. report to the shareholders whether the financial statements show a 'true and fair view'
- d. make it impossible for fraud to take place

Q17. A commercial company that explicitly takes into consideration the social consequences of its actions is most likely to be:

- a. putting the needs of consumers before the company's need for profit
- b. acting philanthropically to their customers
- c. seeking to combine social benefits with business profitability
- d. acting like a public sector organization.

Q18. If your cash flow projection indicates a negative cash flow six months down the line, the FIRST remedy would be to:

- a. Attempt to sell the business
- b. Begin looking for alternative business opportunities
- c. Bring your cash flow projection back into "positive" by increasing sales, cutting costs and obtaining financing
- d. Sell your car

Q19. Nearly two years ago, Socheat launched a business that has just failed. As a typical entrepreneur, what will Socheat most likely do?

- a. go to work for a major corporation
- b. try to learn from his failed venture so that he will not make the same mistake in the future
- c. give up on becoming a successful entrepreneur
- d. spend the rest of his life wondering what happened to his business

Q20. Within the business plan, what is an executive summary?

- a. a summary of resumes of executives advising the business
- b. a plan for how executives will be compensated
- c. a one page description of the business
- d. none of the above