Test

1. These systems are designed to support organization-wide process coordination and integration.
	* Decision support systems
	* Management information systems
	* CRM
	* Enterprise applications
2. These systems are designed to support organization-wide process coordination and integration.

Decision support systems Management information systems CRM

Enterprise applications Answer:

1. Monopolistically competitive markets differ from perfectly competitive markets because of (i) the number of sellers. (ii) barriers to entry. (iii) product differentiation among the sellers.
	* (ii) only
	* (iii) only
	* and (iii)
	* and (iii)
2. Oligopoly differs from monopolistic competition in that an oligopoly includes
	* product differentiation
	* barriers to entry
	* ability to set prices
	* downward-sloping demand curves facing the firm
3. Cost-benefit analysis is important to determine the role of government in our economy because
	* the government should provide all goods in which benefits exceed costs
	* cost-benefit analysis identifies the possible gains to society from government provision of a particular good
	* markets for private goods are not able to effectively assign costs and benefits
	* cost-benefit analysis identifies market failure
4. Which type of differentiation is used to gain competitive advantage through the way a firm designs its distribution coverage, expertise, and performance?
	* services differentiation
	* channel differentiation
	* people differentiation
	* product differentiation
	* price differentiation
5. These systems are designed to support organization-wide process coordination and integration.
	* Decision support systems
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	* CRM
	* Enterprise applications Answer
6. When an infinite value is placed on human life, policymakers who rely on cost-benefit analysis
	* are forced to pursue any project in which a single human life is saved
	* are likely to make decisions that optimally allocate society’s scarce resources
	* would not pursue any public project that would not save human life
	* would be forced to rely on private markets to provide the project
7. The desired levels of accomplishment on one or more dimensions of performance–such as volume growth, profit contribution, or return on investment– over specified time periods for each business and product-market, and for the overall organization, refers to the organization's:
	* synergy.
	* scope.
	* resource deployments.
	* sustainable competitive advantage.
	* goals and objectives.
8. An example of the frictionally unemployed is a(n):
	* autoworker who is temporarily laid off because of a decline in sales.
	* geologist who is permanently laid off from an oil company due to a new
	* worker at a fast-food restaurant who quits work and attends college.
	* real estate agent who leaves a job in Texas and searches for a similar, higher paying job in California.
9. support making decisions that are unique, rapidly changing, and not easily specified in advance.
	* Management information systems
	* Transaction processing systems
	* Executive support systems
	* Decision support systems
10. In monopolistically competitive markets, economic profits
	* signal some incumbent firms to exit the market.
	* signal new firms to enter the market.
	* are maintained through government-imposed barriers to entry.
	* are never possible.
11. The fundamental cause of monopoly is
	* incompetent management in competitive firms
	* the zero-profit feature of long-run equilibrium in competitive markets
	* advertising
	* barriers to entry
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	* incompetent management in competitive firms.
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	* advertising.
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13. are intelligent techniques that parallel some aspects of the processing patterns of the biological brain.
	* Neural networks
	* Genetic algorithms
	* CBR systems
	* Fuzzy logic systems Answer
14. The association areas are the last cortical areas to fully develop their
	* schemas.
	* teratogens.
	* neural networks.
	* primary sex characteristics.
15. A company or store gains a(n) by differentiating its products and delivering more value.
	* competitive advantage
	* positioning advantage
	* cost advantage
	* efficiency advantage
	* synergy
16. What does a circular-flow diagram do?
	* It illustrates cost-benefit analysis
	* It explains how the economy is organized
	* It shows the flow of traffic in an economic region
	* It explains how banks circulate money in the economy
17. A monopoly does not
	* have a supply curve
	* have an average total cost curve
	* choose the price for which it sells its output
	* benefit from barriers to entry
18. are the organization’s major value-creating skills, capabilities, and resources that determine the organization’s competitive advantage.
	* Cash cows
	* Strengths
	* Core competencies
	* Opportunities
	* Stars
19. Which of the following predictions made by Peter Drucker is true?
	* Knowledge workers have lesser bargaining power than workers in other industries.
	* Knowledge workers do not possess valuable real-world skills.
	* Knowledge workers are not reliant on formal education.
	* Knowledge workers are continually learning how to do their jobs better.
	* Knowledge workers are not paid as well as their prior industrial counterparts.
20. Neurons that function within the brain and spinal cord are called
	* sensory neurons.
	* interneurons.
	* neural networks.
	* motor neurons.