

DO NOT WRITE ON TEST



**Management, Marketing &
Human Resources Concepts
~OPEN EVENT~**

(591)

REGIONAL 2025

CONCEPT KNOWLEDGE:

Multiple Choice (50 @ 2 points each)

_____ (100 points)

Test Time: 60 minutes

Multiple Choice Questions

Directions: Identify the letter of the choice that best completes the statement or answers the question.

1. When assigning tasks, what is the most important factor to consider?
 - A. The team member's current workload
 - B. The team member's preference
 - C. The deadline for the task
 - D. The team member's skills and experience
2. How can you effectively motivate your team?
 - A. By offering financial bonuses for every task completed
 - B. By setting clear goals and providing regular feedback
 - C. By minimizing communication to avoid micromanaging
 - D. By giving more vacation days
3. A team member is consistently late to meetings. What is the best way to address this?
 - A. Publicly call them out during the next meeting
 - B. Have a private conversation to understand the reason and address any underlying issues
 - C. Send a warning email
 - D. Start meetings without them and let them catch up later
4. How should you prioritize tasks when everything seems urgent?
 - A. Complete tasks based on their deadlines
 - B. Complete the easiest tasks first to get them out of the way
 - C. Complete tasks based on their impact and importance
 - D. Complete the most enjoyable tasks first
5. What is the best way to handle an employee's mistake?
 - A. Publicly criticize them to set an example
 - B. Address the mistake privately, provide feedback, and discuss how to avoid it in the future
 - C. Ignore the mistake and hope it doesn't happen again
 - D. Reassign their tasks to someone else
6. How do you ensure continuous improvement in your team?
 - A. Encourage ongoing learning and provide opportunities for professional development
 - B. Implement strict performance reviews and penalties for mistakes
 - C. Avoid making changes to prevent disruption
 - D. Focus solely on achieving short-term goals

7. A new policy from upper management is unpopular with your team. How should you address this?
 - A. Facilitate an open discussion to understand their concerns and explain the rationale
 - B. Ignore the team's concerns and enforce the policy
 - C. Allow the team to bypass the policy
 - D. Refuse to implement the policy
8. Your team is resistant to a new project management tool. What is your best course of action?
 - A. Provide additional training and highlight the benefits of the tool
 - B. Abandon the tool and revert to the old system
 - C. Force them to use the tool without further discussion
 - D. Allow them to choose whether to use the tool
9. How should you approach performance reviews with your team?
 - A. Avoid performance reviews to maintain team morale
 - B. Use vague and general feedback to avoid difficult conversations
 - C. Provide specific, measurable feedback and set clear goals for improvement
 - D. Only conduct performance reviews for underperforming team members
10. How do you ensure that remote team members feel included and engaged?
 - A. Focus only on in-office members as they are more accessible
 - B. Ignore their remote status and treat them the same as in-office members
 - C. Assign less important tasks to remote members to keep them involved
 - D. Implement regular virtual meetings and team-building activities
11. How can you encourage continuous learning and development within your team?
 - A. Criticize team members for not knowing enough
 - B. Ignore development and focus solely on current tasks
 - C. Limit development opportunities to only high performers
 - D. Provide regular training opportunities and encourage skill development
12. How can you effectively measure customer satisfaction?
 - A. Conduct regular surveys and analyze feedback
 - B. Ignore feedback and focus on sales
 - C. Use only online reviews
 - D. Measure customer complaints only
13. How do you handle a complaint of harassment in the workplace?
 - A. Investigate the complaint thoroughly
 - B. Ignore the complaint
 - C. Blame the complainant
 - D. Fire the accused immediately

14. Which ratio measures a company's ability to pay short-term obligations with its most liquid assets?
- A. Debt-to-Equity Ratio
 - B. Return on Equity
 - C. Gross Margin Ratio
 - D. Quick Ratio
15. What is the best way to handle a conflict between two employees?
- A. Mediate a discussion between them
 - B. Take sides with one employee
 - C. Ignore the conflict
 - D. Transfer one employee to another department
16. How can you create a positive work culture?
- A. Promote open communication and recognition
 - B. Focus solely on productivity
 - C. Ignore employee satisfaction
 - D. Increase working hours
17. An employee consistently misses deadlines. What should you do?
- A. Discuss the issue and create a plan to improve their performance
 - B. Ignore the missed deadlines
 - C. Publicly reprimand them
 - D. Transfer their tasks to others
18. What is the best way to ensure compliance with company policies?
- A. Regular training and clear communication
 - B. Assume employees will read the handbook
 - C. Ignore non-compliance
 - D. Only enforce policies when convenient
19. How should you address a drop in employee morale?
- A. Identify the causes and implement solutions
 - B. Ignore the morale issues
 - C. Increase workload to keep them busy
 - D. Criticize them for lack of motivation
20. What is the best way to manage employee stress?
- A. Provide resources and support for stress management
 - B. Increase their workload
 - C. Ignore the stress as long as productivity is high
 - D. Criticize them for not handling stress well

21. When entering a joint venture, what is a critical factor for success?
 - A. Focusing only on short-term gains
 - B. Ignoring partner's expertise
 - C. Aligning goals and expectations
 - D. Increasing product prices
22. What is a key factor in determining the success of a new product launch?
 - A. Understanding customer needs and preferences
 - B. Low employee engagement
 - C. High production costs
 - D. Limited market research
23. How should an entrepreneur handle a decline in business performance?
 - A. Increase production costs
 - B. Focus solely on current customers
 - C. Analyze the causes and adjust strategies
 - D. Ignore the decline
24. What is a key component of effective business networking?
 - A. Building mutually beneficial relationships
 - B. Ignoring follow-ups
 - C. Increasing sales pitches
 - D. Focusing only on personal gains
25. How can an entrepreneur use customer feedback effectively?
 - A. Improve products and services
 - B. Delay implementing changes
 - C. Focus solely on positive feedback
 - D. Ignore negative feedback
26. When should a business consider pivoting its strategy?
 - A. Only during financial crises
 - B. Whenever a competitor changes strategy
 - C. When market conditions change or new opportunities arise
 - D. After initial product failure
27. How can an entrepreneur effectively use digital marketing?
 - A. Ignore online presence
 - B. Focus solely on traditional marketing
 - C. Increase offline advertising
 - D. Leverage social media and SEO strategies

28. What is a key advantage of forming a partnership in a new market?
- A. Focus solely on home market
 - B. Increase in operational costs
 - C. Decrease in control
 - D. Access to local expertise and resources
29. What is the importance of a SWOT analysis for an entrepreneur?
- A. Identify strengths, weaknesses, opportunities, and threats
 - B. Decrease focus
 - C. Ignore external factors
 - D. Increase operational costs
30. Job _____ involves assigning workers additional same-level activities.
- A. analysis
 - B. rotation
 - C. enrichment
 - D. enlargement
31. _____ planning is considered short-range planning.
- A. Operational
 - B. Strategic
 - C. Informal
 - D. Formal
32. How can a company achieve competitive advantage in a saturated market?
- A. By increasing product prices
 - B. By focusing on cost-cutting measures
 - C. By offering unique value propositions
 - D. By reducing marketing efforts
33. What is a primary advantage of using cloud computing for business operations?
- A. Increased hardware costs
 - B. Enhanced scalability and flexibility
 - C. Limited data security
 - D. Reduced accessibility
34. What is a significant challenge of managing a virtual team?
- A. Increased team cohesion
 - B. Communication and coordination issues
 - C. Reduced operational costs
 - D. Enhanced productivity

35. What is a primary goal of business networking?
- A. To find new employees
 - B. To build relationships and create opportunities
 - C. To increase product prices
 - D. To manage daily operations
36. What is a critical component of a successful sales strategy?
- A. High sales targets
 - B. Clear understanding of the target market
 - C. Reducing sales efforts
 - D. Focusing only on product features
37. How should a business approach crisis management?
- A. Ignore potential crises
 - B. Develop and implement a crisis management plan
 - C. Increase marketing budgets
 - D. Focus only on financial stability
38. What is the significance of a unique selling proposition (USP)?
- A. To differentiate from competitors
 - B. To increase operational complexity
 - C. To reduce production costs
 - D. To focus on a niche market
39. What is a significant risk when expanding a business too quickly?
- A. Overextension and lack of resources
 - B. Increased brand loyalty
 - C. Higher employee satisfaction
 - D. Increased market share
40. How can a business use social media effectively for customer engagement?
- A. Engage with customers and respond to feedback promptly
 - B. Post sporadically
 - C. Focus solely on promotional posts
 - D. Avoid addressing customer complaints
41. What is the role of venture capital in a startup's growth?
- A. To provide funding and strategic support
 - B. To maintain complete control
 - C. To limit market expansion
 - D. To reduce operational complexity

42. What is the primary objective of a business plan?
- A. To attract potential employees
 - B. To outline the operational strategy
 - C. To secure funding and guide the business
 - D. To determine market trends
43. When should a business consider applying for a patent?
- A. After launching the product
 - B. Before public disclosure of the invention
 - C. When competitors start copying
 - D. After securing initial funding
44. What is the benefit of diversifying a company's product line?
- A. Reduces dependency on a single product
 - B. Increases complexity
 - C. Decreases brand identity
 - D. Increases operational costs
45. How can a business ensure ethical practices in its operations?
- A. Establish a code of conduct and provide training
 - B. Ignore ethical guidelines
 - C. Increase operational costs
 - D. Focus solely on profitability
46. How should a business handle exchange rate risks when operating internationally?
- A. Ignore currency fluctuations
 - B. Use hedging and forward contracts
 - C. Increase prices universally
 - D. Focus only on domestic sales
47. What is the purpose of conducting a feasibility study?
- A. To assess the viability and potential success of a business idea
 - B. To secure funding
 - C. To hire key staff
 - D. To determine marketing strategies
48. What is a key consideration for selecting a global distribution partner?
- A. Highest commission rates
 - B. Local market knowledge and reliability
 - C. Limited market experience
 - D. Focus on a single region

49. What is a key consideration when developing a global marketing strategy?
- A. Adapting marketing strategies to local markets
 - B. Standardizing all marketing efforts globally
 - C. Ignoring local competition
 - D. Increasing prices in all markets
50. What is the primary benefit of conducting a PEST analysis?
- A. To assess the external environment affecting the business
 - B. To identify internal strengths and weaknesses
 - C. To focus on short-term gains
 - D. To reduce operational costs