

- 1) For a company manufacturing customized pools, the best cost accounting system that it can use is
  - a. Process
  - b. ABC
  - c. Job
  - d. Backflush
- 2) In preparing an annual budget, the first forecast or budget to be prepared is
  - a. Marketing calendar
  - b. Sales forecast
  - c. Procurement budget
  - d. Production budget
- 3) According to porter, the number of forces that would shape the competition within an industry is
  - a. 3
  - b. 4
  - c. 5
  - d. 6
- 4) The entrance of the wireless network service to Jordan last year is an example of .....industry environment
  - a. Fragmented
  - b. Embryonic
  - c. Growth
  - d. Mature
- 5) As an industry, shawerma restaurants in Jordan represent a(n)..... industry environment
  - a. Growth
  - b. Mature
  - c. Embryonic
  - d. Declining
- 6) Traditionally, the marketing mix consists of ..... Components
  - a. 3
  - b. 4
  - c. 5
  - d. 6
- 7) Segmenting customers based on their income is a ..... segmentation
  - a. Geographic
  - b. Demographic
  - c. Psychographic
  - d. Behavioral
- 8) An example of psychographic segmentation is
  - a. Targeting soccer fans
  - b. Families having more than 5 persons
  - c. Christmas shoppers
  - d. Senior citizes
- 9) ....is a convenience goods
  - a. Wedding dress

- b. Milk
- c. A robot that can pee
- d. Entertainment center

10) Salt is expected to have an elasticity of

- a. 1
- b.  $<1$
- c.  $>1$
- d. Can't be decided