

第一章单元测试

1【单选题】(1分)

正确答案: B

() work independently or on short-term contracts.

A. venture capitalists

B. freelancers

C. shareholders

D. entrepreneurs

2【单选题】(1分)

正确答案: A

A () offers to pay a particular amount of money for something that is being sold.

A. bidder

B. shareholder

C. venture capitalist

D. producer

3【单选题】(1分)

正确答案: B

Which division deals () issues related to patents?

A. about

B. with

C. in

D. on

4【单选题】(1分)

正确答案: A

Shares in corporations are usually sold () the Stock Exchange.

A. on

B. in

C. to

D. for

5. 【多选题】(1分)

正确答案: BCD

A multinational corporation is a company having () in many different countries.

A. shareholders

B. offices

C. business activities

D. factories

6. 【多选题】(1分)

正确答案: AC

Many multinationals generally engage in () in order to expand.

A. mergers

B. subsidiaries

C. acquisitions

D. assets

7. 【多选题】(1分)

正确答案: ABCD

In a partnership, each partner shares equal responsibility for the company's ().

A. profits

B. losses

C. debts

D. liabilities

8. 【多选题】(1分)

正确答案: ABCD

What are the correct descriptions about the Monorail Corporation? ()

A. It operates from a single floor that it leases in an office building in Atlanta.

B. It sells computers.

C. It owns no factories, warehouses or any other tangible assets.

D. Freelance workers design the computers for the company.

9【判断题】(1分) A sole proprietorship is a type of unincorporated business organization in which multiple individuals manage the business and are equally liable for its debt. ()

正确答案： A

A. 错

B. 对

10【判断题】(1分) In a sole proprietorship, there is no legal distinction between the owner and the business entity. ()

正确答案： B

A. 错

B. 对

第二章单元测试

1【单选题】(1分)

正确答案： C

Secret affairs may be brought out () the open.

A. to

B. from

C. in

D. on

2【单选题】(1分)

正确答案： B

An aggressive management style led to an increase in () turnover.

A. coach

B. staff

C. director

D. manager

3 【单选题】 (1 分)

正确答案: C

The manager needs to take control () the situation immediately.

A. over

B. in

C. of

D. all

4 【单选题】 (1 分)

正确答案: B

Our board of () meets every three months to discuss strategy.

A. venture capitalists

B. directors

C. managers

D. shareholders

5. 【多选题】 (1 分)

正确答案: ABD

What are the correct descriptions about the David Beckham? ()

A. He was hit by a football boot on his eyebrow after a defeat.

B. He' s Britain' s most beautiful football player.

C. He kicked a football boot after a defeat.

D. He once played for Manchester United.

6. 【多选题】 (1 分)

正确答案: BCD

Which of the following expressions are proper to phrase the instructions as questions when you get people to do things effectively? ()

- A. Do you understand...?
- B. Would you do me a favor and...?
- C. Would you mind...?
- D. Is there any way you can ...?

7. 【多选题】(1分)

正确答案: ABC

In relationship-oriented leadership, a leader is more focused on ().

- A. communication within group
- B. the relationships amongst the group
- C. the overall well-being and satisfaction of group members
- D. the tasks that need to be performed in order to meet a certain production goal.

8. 【多选题】(1分)

正确答案: CD

In task-oriented leadership, a leader is more focused on ().

- A. the relationships amongst the group
- B. communication within group
- C. Producing a step-by-step solution for given problem or goal
- D. the tasks that need to be performed in order to meet a certain production goal.

9 【判断题】(1分 Under the autocratic leadership style, all decision-making powers are centralized in the leader. ()

正确答案: A

- A. 对
- B. 错

10 【判断题】(1分 In laissez-faire or free-rein leadership, the leader share the decision-making abilities with group members by promoting the interests of the group members and by practicing social equality. ()

正确答案: A

- A. 错
- B. 对

第三章单元测试

1【单选题】(1分)

正确答案: A

() is the number of people buying a particular product or using a particular service

A. traffic

B. retailer

C. consumer

D. customer

2【单选题】(1分)

正确答案: D

() is the period during which the objects of labor (raw products and materials) remain in the production process, from the beginning of manufacturing through the output of a finished product.

A. sales cycle

B. design cycle

C. production cycle

D. service cycle

3【单选题】(1分)

正确答案: B

Voters perceive him () a decisive and resolute international leader.

A. with

B. as

C. for

D. in

4【单选题】(1分)

正确答案: C

() a word, you found out something you had not known before.

A. Out of

B. On

C. In

D. For

5. 【多选题】(1分)

正确答案: ABCD

What are the correct descriptions about NIKE? ().

A. It's trademarks of "Just Do It" and the Swoosh logo are highly recognized.

B. It takes its name from the Greek goddess of victory.

C. It is an American multinational corporation.

D. It is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services.

6. 【多选题】(1分)

正确答案: ABCD

The four aspects of SWOT analysis include ().

A. threats

B. weaknesses

C. opportunities

D. strengths

7. 【多选题】(1分)

正确答案: ABD

Human and financial resources include ().

A. financial support

B. employees

C. new products

D. technicians

8. 【多选题】(1分)

正确答案: ABCD

Which of the following are essential to an effective strategy ().

A. It identifies areas of competitive advantage.

B. It is deeply understood and shared by the organization.

C. It allows flexibility.

D. It results from the varied input of a diverse group of thinkers.

9 【判断题】(1分 Market is an area or arena in which commercial dealings are conducted. ()

正确答案: A

A. 对

B. 错

10 【判断题】(1分 Brand marketing is the activity of deciding how to advertise a brand, what price to charge for it, etc. ()

正确答案: A

A. 对

B. 错

第四章单元测试

1 【单选题】(1分)

正确答案: D

() is the pay offered to employees, along with any other advantages such as long holidays or a car.

A. Golden parachute

B. Pension

C. Perk

D. Pay package

2 【单选题】(1分)

正确答案： C

() is an arrangement in which a senior employee of a company will be paid a large amount of money if they lose their job.

A. Pension

B. Perk

C. Golden parachute

D. Pay package

3 【单选题】 (1 分)

正确答案： D

But now the people working here say tourism has dropped () and business is bad.

A. away

B. down

C. on

D. off

4 【单选题】 (1 分)

正确答案： B

When one drug maker has a manufacturing problem, others rarely step ().

A. by

B. in

C. on

D. out

5. 【多选题】 (1 分)

正确答案： ABCD

Executive pay or executive compensation is a mixture of ().

A. bonuses

B. shares of or call options on the company stock

C. salary

D. benefits and perquisites

6. 【多选题】(1分)

正确答案: ABD

The three types of parachutes are ().

A. tin parachute

B. silver parachute

C. copper parachute

D. golden parachute

7. 【多选题】(1分)

正确答案: ABCD

The six basic tools of compensation or remuneration are ().

A. employee benefits

B. salary

C. perquisites and insurance

D. STIs and LTIPs

8. 【多选题】(1分)

正确答案: AD

Employees can receive pensions when they ().

A. have reached the age when they stop working

B. quit office

C. are dismissed

D. stop working because they are ill

9【判断题】(1分) Severance deal is an amount of money and other advantages, such as advice on finding a new job, that are offered to an employee when a company tells them to leave. ()

正确答案: A

A. 对

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