

Business Objectives and Economic Principles

Business Administration · Answer Key · 20 Questions

1. What are the three main categories of Unternehmensziele (company goals)?

- A) Economic, Social, Ecological**
- B) Financial, Customer, Innovation
- C) Marketing, Sales, Operations
- D) Production, Distribution, Service

2. Which type of goal relates to the well-being of employees and people within society?

- A) Wirtschaftliche Ziele (Economic Goals)
- B) Soziale Ziele (Social Goals)**
- C) Ökologische Ziele (Ecological Goals)
- D) Finanzielle Ziele (Financial Goals)

3. What does the 'M' in the SMART principle stand for?

- A) Motivating
- B) Measurable**
- C) Manageable
- D) Meaningful

4. When two goals complement each other, achieving one automatically helps achieve the other. What is this called?

- A) Zielkonflikt (Goal Conflict)
- B) Indifferente Ziele (Indifferent Goals)
- C) Zielharmonie (Goal Harmony)**
- D) Zielneutralität (Goal Neutrality)

5. What characterizes 'Freie Güter' (Free Goods)?

- A) Limited availability and a price
- B) Unlimited availability and no price**
- C) Owned by individuals or companies
- D) Can be manufactured

6. Which of the following is an example of an 'immaterielles Gut' (intangible good)?

- A) A chair
- B) A car
- C) A haircut**
- D) Food

7. What is the primary reason for economic action?

A) Unlimited desires and limited resources

- B) Unlimited resources and limited desires
- C) Unlimited desires and unlimited resources
- D) Limited desires and limited resources

8. The Maximalprinzip aims to achieve what with given means?

A) Minimal cost

B) Maximum success

- C) Equal distribution
- D) Balanced outcome

9. What is the main objective of 'Erwerbsswirtschaftliche Betriebe' (Proprietary Businesses)?

A) To provide public services

B) Profit maximization

- C) To serve the community
- D) Resource conservation

10. Which of these is an example of 'Urproduktion' (Primary Production)?

A) Manufacturing clothing

B) Operating a bank

C) Farming

D) Providing transportation

11. What are 'Betriebsmittel' (Operating Resources) in the context of production factors?

A) Raw materials that go directly into the product

B) Human labor

C) Movable and immovable means used for production

D) Finished parts

12. What are 'Rohstoffe' (Raw Materials) used for in production?

A) They are used for production but don't enter the product (e.g., electricity)

B) They are basic components that go directly into the product (e.g., wood for a chair)

C) They are auxiliary materials that are not essential but enter the product (e.g., screws)

D) They are semi-finished or finished products

13. What is the core idea behind 'Wirtschaften' (Economy)?

- A) Unlimited acquisition and use of goods
- B) Planned procurement and use of scarce goods to best fulfill human needs**
- C) Focusing solely on profit generation
- D) Ignoring environmental impact

14. What does the 'R' in the SMART principle represent?

- A) Relevant
- B) Responsive
- C) Realistic**
- D) Resourceful

15. Which type of goods can be replaced by others, meaning they are interchangeable?

- A) Komplementärgüter (Complementary Goods)
- B) Substitutionsgüter (Substitute Goods)**
- C) Wirtschaftliche Güter (Economic Goods)
- D) Freie Güter (Free Goods)

16. What are 'Verbrauchsgüter' (Consumables)?

- A) Goods that are still available after use (e.g., a car)
- B) Goods that are not available after use (e.g., food)**
- C) Goods used by private households (e.g., lipstick)
- D) Goods used in a company (e.g., machines)

17. What is an example of a 'Gemeinwirtschaftlicher Betrieb' (Public Interest Business)?

- A) A clothing factory
- B) A consulting firm
- C) A hospital**
- D) A machine manufacturing plant

18. What does 'Kostendeckung' mean in the context of economic goals?

- A) Maximizing profit
- B) Minimizing expenses
- C) Avoiding losses**
- D) Increasing market share

19. What are 'Hilfsstoffe' (Auxiliary Materials) in production?

- A) Basic components that go directly into the product
- B) Work materials that are not essential but enter the product**
- C) Materials needed for production that don't enter the product
- D) Semi-finished or finished products

20. What does the 'T' in the SMART principle refer to?

- A) Targeted
- B) Timely**
- C) Transparent
- D) Thorough