

Business Objectives and Economic Principles

Business Administration · Practice Test · 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 'Erwerbswirtschaftliche 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