

1. Information is:

- a) analysis of the object being investigated with its subsequent decomposition into elements;
- b) a set of information, messages, materials, data, determining the extent of potential manager knowledge of processes, events or phenomena;
- c) ownership of a certain economic object;
- d) implementation of specific organizational actions.

2. What percentage is open information at the enterprise:

- a) 70%
- b) 15%
- c) 10%
- g) 5%

3. What is the percentage of confidential information at the enterprise:

- a) 70%
- b) 15%
- c) 10%
- g) 5%

4. Which of these criteria does not reveal the properties of the information:

- a) accuracy of information;
- b) the quality of information;
- c) accessibility;
- d) there is no correct answer.

5. Secondary information is:

- a) is formed from the plan and credentials;
- b) receive at the final stage of the management cycle;
- c) it is the primary information that has passed a certain stage of processing;
- d) the results of scientific research.

6. Official documents include:

- a) contracts, agreements;
- b) decision of the general meeting of the collective;
- c) timekeeping, measurements, photographs;
- d) laws, decrees, resolutions of the government.

7. The smallest number of management units in the enterprise are:

- a) grassroots;
- b) average;
- c) higher;
- d) all answers are correct.

8. Communication is:

- a) the party on whose behalf the appeal is sent to the addressee;
- b) it is a carrier of information;
- c) the process of information exchange;
- d) is the target audience to which the application is assigned.

9. The model of the communication process includes:

- a) accuracy of information;
- b) the quality of information;
- c) the sender and the recipient of the information;
- d) availability of information.

10. Formal communications are:

- a) accuracy of information in the process of communication;
- b) relevance of information in the process of communication;
- c) not provided for by the organizational structure;
- d) provided by the organizational structure.

11. Formal communications are divided into:

- a) vertical and horizontal;
- b) horizontal and diagonal;
- c) vertical and diagonal;
- d) vertical, horizontal and diagonal.

12. Informal communications are:

- a) accuracy of information in the process of communication;
- b) relevance of information in the process of communication;
- c) not provided for by the organizational structure;
- d) provided by the organizational structure.

13. The stage of effective communication is:

- a) interdependent set of means, methods and personnel;
- b) reverse reaction and feedback;
- c) legal support;
- d) information support.

14. Disadvantages of written communications are:

- a) a small accuracy of information;
- b) the complexity of the renewal;
- c) the volume of information;
- d) correct answers b) and c).

15. The advantages of written communications are:

- a) high-quality information storage;
- b) the complexity of the renewal;
- c) the volume of information;
- d) all answers are correct.

16. The system of informal communications has the following positive features:

- a) possibility of addition;
- b) impossibility of addition;
- c) high accuracy of information;
- d) vertical division.

17. L.Zhdanov distinguished the following approaches to the classification of communications:

- a) communication between two individuals;
- b) communication between the three individuals;
- c) communication outside the group;
- d) communication between the two groups.

18. Davis highlighted the following approaches to the classification of communications:

- a) communication between the three individuals;
- b) communication outside the group;
- c) communication between two individuals;
- d) the chain of "gossip".

19. Semantics is a science:

- a) about the orphanage;
- b) on communications;
- c) studying the meaning of words and their constituent parts, phrases and phraseologisms;
- d) the structure of organizations.

20. To the chain of 5 "C" of communications "does not include:

- a) Completeness;
- b) Actuality;
- c) Lacosity;
- d) Specificity.

21. Modern information technologies are:

- a) a set of interrelated elements of the communication process;
- b) the use of computer programs in the processing, storage and transmission of information;
- c) studying the meaning of words and their constituent parts, phrases and phraseologisms;

d) implementation of specific organizational actions.

22. How many stages of marketing communication planning exist?

- a) 4;
- b) 5;
- c) 6;
- d) 7.

23. The personal communication channel is:

- a) the presence of competitors;
- b) the presence of obstacles;
- c) it is the communication of two or more people for the purpose of familiarizing with the product or idea;
- d) all answers are correct

24. Name what methods of budget planning are not part of the communication process:

- a) rational budget method;
- b) the method of calculating the budget on the basis of goals;
- c) the method of calculating the budget from available funds;
- d) there is no correct answer.

25. The personal communication channel is:

- a) the presence of competitors;
- b) transfer the application without personal participation;
- c) it is the communication of two or more people for the purpose of familiarizing with the product or idea;
- d) all answers are correct

26. What constituents relate to situational factors:

- a) the goals of communication;
- b) an audience;
- c) the sender of the message;
- d) all answers are correct.

27. The organoleptic is:

- a) method of determining the satisfaction of consumers;
- b) the method of calculating financial and economic indicators;
- c) method of budgeting;
- d) method of determining the quality of products based on the senses.

28. Physical factors include:

- a) visual, sound, sensory;
- b) the influence of the external environment on the object;
- c) influence of the internal environment on the activity of the enterprise;
- d) non-matching points of view of opponents.

29. The target audience includes:

- a) consumers;
- b) potential buyers;
- c) persons influencing the decision making;
- d) all answers are correct.

30. The sender of the message is:

- a) waiting person to answer;
- b) the person who decrypts the message;
- c) the person who sends the message;
- d) all answers are correct.

31. The means of office equipment do not include:

- a) machines for mechanization and automation of logical technical operations;
- b) means of copying and reproduction;
- c) means of managerial communication;
- d) means of document processing.

32. The technical means of management include:

- a) machines for mechanization and automation of logical technical operations;
- b) a set of machinery equipment and devices;
- c) means of managerial communication;
- d) means of document processing.

33. Computing equipment includes:

- a) a set of machinery equipment and devices;
- b) means of managerial communication;
- c) machines for mechanization and automation of logical technical operations;
- d) means of storage, search and transportation of documents.

34. The means of drafting documents are:

- a) printing machines;
- b) written automata;
- c) dictation equipment;
- d) all answers are correct.

35. The automated workplace of the manager is classified:

- a) ARM of strategic management;
- b) operational control workstation;
- c) ARM tactical control;
- d) APM of the control department.

36. Indexing of documents is:

- a) utilization of documents;
- b) approval of documents;
- c) fixing the document in the journal of receipt of documents;
- d) the assignment of symbols, indexes.

37. At the place of assembly documents are divided into:

- a) service;
- b) false;
- c) internal;
- d) urgent.

38. Origin documents are divided into:

- a) false;
- b) internal;
- c) service.
- d) nonterminal.

39. By legal force, documents are divided into:

- a) Planned;
- b) secret;
- c) fake;
- d) all answers are correct.

40. By name, documents are divided into:

- a) protocols;
- b) urgent;
- c) external;
- d) false.

41. Enterprise's internal environment includes:

- a) finance;
- b) intermediaries;
- c) competitors.
- d) consumers.

42. Does not apply to the micro-environment:

- a) suppliers;
- b) intermediaries;

- c) staff;
- d) competitors.

43. The macro environment includes:

- a) competitors;
- b) financial security;
- c) material and technical support;
- d) political factors.

44. The internal environment has such an impact on the organization:

- a) high;
- b) moderate (limited);
- c) zero;
- d) there is no correct answer.

45. What are the relationships of the environment at the level of the subject and the communication system:

- a) B2F;
- b) B2L;
- c) B2F;
- g) B2S.

46. The purposes of advertising include:

- a) political;
- b) demographic;
- c) economic.
- d) marketing.

47. Key indicators of activity include:

- a) processes;
- b) out-of-process;
- c) social;
- d) competitive.

48. Advertising profit is:

- a) the difference between advertising revenue and amortization deductions;
- b) the difference between advertising revenue and advertising costs;
- c) the amount of advertising revenue and advertising revenue;
- d) the amount of advertising revenue and depreciation.

49. Principles of key performance indicators include:

- a) organizational;
- b) partnership;
- c) business;
- d) there is no correct answer.

50. Propaganda is:

- a) the formation of a favorable image of the firm;
- b) short-term incentive measures for the purchase of goods;
- c) any free form of informational impact on the public;
- d) a rapid increase in sales.

51. The components of reputation are not included:

- a) the image;
- b) the duration of being on the market;
- c) the prestige of the organization;
- d) marketing research.

52. Reputation is:

- a) public opinion about something or someone;
- b) the process of creating a brand product;
- c) the process of reproduction of resources;
- d) competitive advantages of the company in the market.

53. Positive risk is:

- a) this is the risk associated with environmental pollution;
- b) this is the risk associated with the manifestation of the natural forces of nature;
- c) it is a positive result, that is, benefits;
- d) all answers are correct.

54. Environmental risks are:

- a) this is the risk associated with environmental pollution;
- b) this is the risk associated with the manifestation of the natural forces of nature;
- c) it is a positive result, that is, benefits;
- d) all answers are correct.

55. Natural risks are:

- a) this is the risk associated with environmental pollution;
- b) this is the risk associated with the manifestation of the natural forces of nature;
- c) it is a positive result, that is, benefits;
- d) all answers are correct.

56. The stages of the conflict include:

- a) escalation;
- b) culmination;
- c) the end of the conflict
- d) all answers are correct.



57. Functional conflict is:

- a) this is a case, an adventure;
- b) it is a build-up of conflict;
- c) this is a negotiation process between the parties;
- d) This is a problem that can be solved by meeting all sides of the conflict.

58. A dysfunctional conflict is:

- a) this is a case, an adventure;
- b) this is a problem that arises as a result of ineffective conflict management;
- c) this is a negotiation process between the parties;
- d) This is a problem that can be solved by meeting all sides of the conflict.

59. Transactional loyalty is:

- a) this behavior of the consumer, which is caused by the price properties of the goods;
- b) this behavior of the consumer, which is caused by the consumer properties of the goods;
- c) this behavior of the consumer, which is caused by the price and consumer properties of the goods;
- d) this behavior of the consumer, which is caused by fluctuations in the exchange rate.

60. Perceptual loyalty is:

- a) this behavior of the consumer, which is caused by the price properties of the goods;
- b) this behavior of the consumer, which is caused by the consumer properties of the goods;
- c) this behavior of the consumer, which is caused by a decrease in profit;
- d) this behavior of the consumer, which is caused by fluctuations in the exchange rate.

61. The competition is:

- a) recruitment based on recruitment;
- b) replacement of positions of one or another category;
- c) verification of professional level and business qualities of an employee.
- d) all answers are correct.

62. Internship is:

- a) recruitment based on recruitment;
- b) replacement of positions of one or another category;
- c) verification of professional level and business qualities of an employee.
- d) all answers are correct.

63. Purpose is:

- a) recruitment based on recruitment;
- b) replacement of positions of one or another category;
- c) verification of professional level and business qualities of an employee.
- d) there is no correct answer.

64. Which of the following criteria is not included in the selection of civil servants:

- a) possession of the state language;
- b) possession of weapons;
- c) adolescence;
- d) high level of education.

65. Professionalism is:

- a) demonstrates the ability to determine the preconditions and goals of the activity in a qualified manner;
- b) carries out activities taking into account the psyche of the subordinates;
- c) knowledge of knowledge, experience in a particular area of practical activity;
- d) this behavior of the consumer, which is caused by fluctuations in the exchange rate.

66. The structure of the "Tree of Goals":

- a) the system and the subsystem of goals;
- b) the subsystem of goals;
- c) the system of goals;
- d) there is no correct answer.

67. Professional ethics are:

- a) a set of codes that ensure the moral character of the relationship between people;
- b) principles and norms of relations between employees of different official status;
- c) involves the rule of man over material flows in the process of production;
- d) focusing on specific sociological and historical analysis of morality ..

68. Service ethics is:

- a) a set of codes that ensure the moral character of the relationship between people;
- b) principles and norms of relations between employees of different official status;
- c) involves the rule of man over material flows in the process of production;
- d) focusing on specific sociological and historical analysis of morality ..

69. Economic ethics is:

- a) a set of codes that ensure the moral character of the relationship between people;
- b) principles and norms of relations between employees of different official status;
- c) involves the rule of man over material flows in the process of production;
- d) focusing on specific sociological and historical analysis of morality.

70. Environmental ethics is:

- a) a set of codes that ensure the moral character of the relationship between people;
- b) principles and norms of relations between employees of different official status;
- c) involves the rule of man over material flows in the process of production;
- d) focuses on the social and political problems facing mankind.

71. The main areas of activity of the system of "e-government" include:

- a) G2G;
- b) G2B;
- c) G2C;
- d) all answers are correct.

72. The blog is:

- a) a management system that is used in practice to implement a range of public-management activities;
- b) entries that are regularly added to the network;
- c) the flow of information on the Internet;
- d) decryption of information through the Internet.

73. "Electronic Government" means:

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74. The subject of the discussion of Web 1.0 and Web 2.0 are:

- a) computer gadgets;
- b) the process of producing a software product;
- c) software;
- d) intermediary operations.

75. Web 2.0 is:

- a) Information technologies that allow users to create and distribute their own content on the World Wide Web;
- b) a system that carries out an automated selection of like-minded persons;
- c) constant updating of information;
- d) a network that unites people in one sphere of activity.