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QUESTION 1

Independent harms that agree to integrate their operations to achieve bring and selling power are most likely to operate in which type of vertical marketing system (VMS)?

- A. Contractual.
- B. Administered.
- C. Corporate.
- D. Conventional channel.

Correct Answer: A

A contractual VMS is one in which independent firms on separate production and distribution levels have combined on a contractual basis to achieve bring and selling power Examples include wholesaler sponsored chains, retail cooperatives, and franchise operations.

QUESTION 2

Delphi Company\\'s management has stipulated that it will not approve the continued manufacture of the new product after the next fiscal year unless the after-tax profit is at least \$75,000 the first year. The unit selling price to achieve this target profit must be at least

- A. \$37.00
- B. \$36.60
- C. \$34.60
- D. \$39.00

Correct Answer: D

QUESTION 3

Folsom Fashions sells a line of women\\'s dresses. Folsom\\'s performance report for November is shown below. The company uses a flexible budget to analyze its performance and to measure the effect on operating income of the various factors affecting the difference between budgeted and actual operating income.

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	Actual	Budget
Dresses sold	5,000	6,000
Sales	\$ 235,000	\$ 300,000
Variable costs	(145,000)	(180,000)
Contribution margin	\$ 90,000	\$ 120,000
Fixed costs	(84,000)	(80,000)

What additional information is needed for Folsom to calculate the dollar impact of a change in market share on operating income for November?

- A. Folsom\\'s budgeted market share and the budgeted total market size
- B. Folsom\\'s budgeted market share, the budgeted total market size, and average market selling price
- C. Folsom\\'s budgeted market share and the actual total market size
- D. Folsom\\'s actual market share and the actual total market size

Correct Answer: C

A change in market share reflects a change in relative competitiveness. To isolate the effect on operating income of an increase or a decrease in market share, the company must know its budgeted and actual market shares, the actual size of the market for November, and the budgeted weighted-average unit contribution margin. Such computations may help Folsom to determine whether its decline in sales resulted from a loss of competitiveness or shrinkage of the market.

QUESTION 4

The equity section of Smith Corporation\\'s Statement of Financial Position is presented below.

Preferred stock, \$100 par	\$12,000,000
Common stock, \$5 par	10,000,000
Paid-in capital in excess of par	18,000,000
Retained earnings	9,000,000
Net worth	\$49,000,000
	Burney Company of the

The book value per share of Smith Corporation\\'s common stock is

A. \$18.50

B. \$5.00

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C. \$14.00

D. \$100

Correct Answer: A

The book value per common share equals the net assets (equity) attributable to common shareholders divided by the common shares outstanding, or \$18.50 [(\$10,000,000 common stock + \$18,000,000 additional paid-in capital + \$9,000,000 RE) ?(\$10,000,000 ?\$5 par)]

QUESTION 5

Kator Co. is a manufacturer of industrial components. One of their products that is used as a subcomponent in auto manufacturing is KB-96. This product has the following financial structure per unit

Selling price	\$150
Direct materials	\$ 20
Direct labor	15
Variable manufacturing overhead	12
Fixed manufacturing overhead	30
Shipping and handling	3
Fixed selling and administrative	10
Total costs	\$ 90

Kator Co. has received a special, one-time order for 1,000 KB-96 parts. Assuming Kator has excess capacity, the minimum price that is acceptable for this one-time special order is in excess of

A. \$47

B. \$50

C. \$60

D. \$77

Correct Answer: B

A company must cover the incremental costs of a special order when it has excess capacity. The incremental costs for product KB-96 are \$50 (\$20 direct materials + \$15 direct labor + \$12 variable overhead + \$3 shipping and handling). The fixed costs will not change as a result of the special order, so they are not relevant. Thus, any price in excess of \$50 per unit is acceptable.

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