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**QUESTION 1**

Salim, the Ethics and Compliance Director at KARA Mining Company, is called to look into the matter of KARA shutting down one of its mines abruptly. The local workers who are suddenly laid off contend that KARA is being unethical, while KARA claims that keeping the mine open is not very profitable. Who among these entities should Salim consider as a one-off stakeholder?

- A. KARA Mining Company
- B. KARA's employees
- C. KARA's stockholders
- D. KARA's mine and its natural environment
- E. KARA's customers located close to the mine

Correct Answer: D

QUESTION 2

Analyzing data and developing insights from this analysis would take place before the _____ step of the market research process.

- A. defining objectives
- B. designing the research
- C. data collection
- D. determining research needs
- E. implementation

Correct Answer: E

QUESTION 3

A company's _____ specifies the marketing activities that a firm will undertake in a specific period of time.

- A. mission statement
- B. code of conduct
- C. marketing plan
- D. statement of purpose
- E. marketing mix

Correct Answer: C

**QUESTION 4**

A(n) _____ designates the maximum quantity of a product that may be brought into a country during a specified time period.

- A. exchange control
- B. embargo
- C. tariff
- D. quota
- E. trade agreement

Correct Answer: D

QUESTION 5

Each month, the owner of a small restaurant that sells take-out fried chicken and biscuits pays \$2,500 in rent, \$500 in utilities, \$750 interest on a loan, insurance premium of \$200, and \$250 on advertising on local buses. A bucket of take-out chicken is priced at \$9.50. Unit variable costs for the bucket of chicken are \$5.50. How many small buckets of chicken does the restaurant need to sell to break even each month?

- A. 442 buckets
- B. 764 buckets
- C. 1,050 buckets
- D. 3,150 buckets
- E. 4,200 buckets

Correct Answer: C

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