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**QUESTION 1**

Forever Quilting is a company that designs and distributes quilting kits. The kits are priced at \$120 each. The costs of the materials that go into each kit are \$45. It costs \$5 in labor to assemble a kit. The company has monthly expenses of \$1,200 for rent and insurance, \$300 for heat and electricity, \$600 for advertising in quilting magazines, and \$3,500 for the monthly salary of its owner. What is the break-even point for Forever Quilting?

- A. 50
- B. 60
- C. 70
- D. 80
- E. 90

Correct Answer: D

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**QUESTION 2**

CL Corp. buys stationery supplies from Sharpe Inc. on a large scale and sells smaller quantities to several stationery stores around the country. In this scenario, CL Corp. is an example of a \_\_\_\_\_.

- A. manufacturer
- B. retailer
- C. wholesaler
- D. promoter
- E. consumer

Correct Answer: C

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**QUESTION 3**

A particular webpage is used to conduct an online survey and only one in four visitors participates in the survey. If the webpage is visited by an average of 30,000 visitors every day, what the average conversion rate of the webpage?

- A. 0%
- B. 25%
- C. 50%
- D. 75%
- E. 100%



Correct Answer: B

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#### QUESTION 4

Cinfy, an electronic appliances manufacturer, sells 30 pizza ovens, 60 coffee makers, and 90 sandwich toasters per day. Despite warnings from analysts, Cinfy hikes prices of its toasters from \$150 to \$180, and toaster sales fall by 40%. After this pricing strategy backfires, Cinfy decides that a 10% drop in demand is acceptable, but not more. Assuming that the elasticity of demand for the toasters remains constant, what is the maximum price hike that Cinfy can afford without letting the sales drop by more than 10%?

- A. \$2.50
- B. \$5
- C. \$7.50
- D. \$9
- E. \$15

Correct Answer: C

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#### QUESTION 5

Why don't the majority of customers bother to redeem rebates?

- A. The discount offered by rebates is not significant enough.
- B. The procedure to redeem a rebate is complex as well as lengthy.
- C. The price cut is not offered directly to the consumers.
- D. The price on the shelf is more than the normal price of the product.
- E. The rebates come with riders such as a minimum purchase.

Correct Answer: B

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