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QUESTION 1

When conducting a SWOT analysis, an organization will identify opportunities and threats in _____.

A. economic changes in the market

B. its production processes

C. its reputation in the market

D. its products

E. its management team

Correct Answer: A

QUESTION 2

_____ uses a variety of statistical analysis tools to uncover previously unknown patterns in the data or relationships among variables.

A. Data mining

B. Data analysis

C. Data analytics

D. Data interpretation

E. Data journaling

Correct Answer: A

QUESTION 3

Which of the following retailers offers a broad variety of merchandise, limited service, and low prices?

A. Full-line discount stores

B. Specialty stores

C. Extreme value retailers

D. Department stores

E. Convenience stores

Correct Answer: A

QUESTION 4

Telcon, a mobile phone manufacturer, sells its flagship product, Pute, at $250 per unit. The fixed cost incurred by the company is $500,000, and the variable cost per unit is $150. What is the profit earned by Telcon if it sells 100,000 units of Pute?

A. $100,000

B. $500,000

C. $20,000,000

D. $9,500,000

E. $7,500,000

Correct Answer: D

QUESTION 5

SciFun.com and NatuRun.com are two websites that publish articles related to science and technology. The webpages on these sites often link to each other\\'s websites, particularly when an article from one website is reproduced on the other. An original article about black holes, from SciFun, is reproduced as is on NatuRun with the original 20 images. The article receives 7,000 pageviews and generates 147,000 hits. 15% of the pageviews result in users clicking the link to the original article on SciFun. What is the number of hits generated on the original article due to NatuRun?

A. 7,000

B. 1,050

C. 147,000

D. 22,050

E. 20

Correct Answer: D

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