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QUESTION 1

The formula to calculate the Cash conversion cycle is:

- A. Cash Conversion Cycle = (Cash conversion period) + (Receivables conversion period) ?(Payable deferral period)
- B. Cash Conversion Cycle = (Inventory conversion period) + (payables conversion period) ?(receivables deferral period)
- C. Cash Conversion Cycle = (Receivables conversion period) + (Payable deferral period)
-(Inventory conversion period)
- D. Cash Conversion Cycle = (Inventory conversion period) + (Receivables conversion period) ?(Payable deferral period)

Correct Answer: D

QUESTION 2

How much of the current earnings to pay out as dividends rather than to retain and reinvest this is called:

- A. Debt usage
- B. Earnings debt streams
- C. Dividend policy decision
- D. Honeywell dividend policy

Correct Answer: C

QUESTION 3

Form of brand promotion that ties a brand to a meaningful cultural, social, athletic, or other type of high-interest public activity is known as:

- A. Purchase-related marketing
- B. Cause-related marketing
- C. Even-related marketing
- D. Corporate-related marketing

Correct Answer: C

QUESTION 4

A model of leadership that describes the relationship between leadership styles and specific organizational situations is known as:

- A. Initiating approach
- B. Behavioral approach
- C. Leadership approach
- D. Contingency approach

Correct Answer: D

QUESTION 5

From the focal firm's perspective, the supply chain includes:

- A. internal functions
- B. upstream suppliers
- C. downstream customers
- D. All of the above

Correct Answer: D

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