

BBM Practice Test Questions and Answers

1. What is working capital?

- A) Total assets minus total liabilities
- B) Current assets minus current liabilities
- C) Long-term assets minus long-term liabilities
- D) Total revenue minus total expenses

2. What does HRIS stand for?

- A) Human Relations and Integration System
- B) Human Resource Information System
- C) Human Resource Incentive Structure
- D) Hierarchical Reporting Integration Software

3. What is market segmentation?

- A) Setting prices based on market conditions
- B) Dividing a broad market into distinct subgroups with similar needs
- C) Analyzing competitor marketing strategies
- D) Selecting the most profitable customers to serve

4. What is collective bargaining?

- A) Individual salary negotiations between employee and employer
- B) Negotiations between employers and a union representing workers
- C) Setting minimum wage standards by the government
- D) Annual performance review discussions

Answers: 1-B 2-B 3-B 4-B

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