

# DBA Practice Test Questions and Answers

## 1. What does 'Blue Ocean Strategy' advocate?

- A) Competing aggressively in high-demand markets
- B) Creating uncontested market space by making competition irrelevant through innovation
- C) Focusing solely on cost reduction
- D) Imitating the strategies of industry leaders

## 2. What is 'total quality management' (TQM)?

- A) An inventory counting system
- B) An organization-wide philosophy and set of practices focused on continuous quality improvement involving all employees
- C) A government-mandated quality inspection program
- D) A software quality assurance testing protocol

## 3. 117 nations agreeing to lower trade barriers.

- A) Uruguay Round
- B) World Trade Organization
- C) European Union
- D) Embargo

## 4. Incentive compensation based on sales volume.

- A) Budget
- B) Compensation
- C) Commissions
- D) Separation

**Answers: 1-B 2-B 3-A 4-C**

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