

Exam Name - Professional Certificate in Business Management (PCBM)[™]

Sample Exam

1. Which of the following is a function of management?

- A. Organizing
- B. Negotiating
- C. Auditing
- D. Budgeting

Answer A

2. A democratic leadership style is best described as:

- A. Authoritative and rigid
- B. Passive and uninvolved
- C. Inclusive and participative
- D. Focused solely on output

Answer C

3. What is the primary goal of market segmentation?

- A. To increase prices
- B. To divide a market based on customer needs
- C. To standardize products
- D. To reduce production costs

Answer B

4. The 4Ps of marketing include:

- A. Planning, Positioning, Promotion, Profit
- B. Product, Price, Place, Promotion
- C. People, Process, Price, Promotion
- D. Product, People, Planning, Pricing

Answer **B**

5. A balance sheet shows:

- A. Revenue and expenses
- B. Assets, liabilities, and equity
- C. Cash inflows and outflows
- D. Sales and cost of goods sold

Answer **B**

6. What is considered a current asset?

- A. Land
- B. Equipment
- C. Inventory
- D. Patents

Answer **C**