Raya High Institute

Course Title: Accounting Studies

Year: 4th year

Quiz No 8

1) **What is 'e-commerce'?**
   a. The practice of buying and selling goods in a physical store
   b. The process of exchanging commodities
   c. The buying and selling of goods and services over the internet
   d. The study of economic market trends

2) **What does 'CRM' stand for in business?**
   a. Cost Reduction Management
   b. Customer Relationship Management
   c. Corporate Resource Management
   d. Customer Retention Mechanism

3) **What is a 'dividend' in terms of corporate finance?**
   a. A fee charged for financial management services
   b. The interest paid on a corporate bond
   c. A share of profits distributed to shareholders
   d. The return on investment in mutual funds

4) **What is 'market segmentation' in marketing?**

a) The process of dividing a market into distinct groups of buyers
b) Creating different products for different markets
c) Setting prices in different markets
d) Analyzing the stock market

5) **What is 'outsourcing' in business management?**
   a. Buying products from another company to resell
   b. The internal organization of a company's departments
   c. The practice of hiring a third party to perform services traditionally carried out by company employees
   d. Exporting goods to foreign countries

6) **What is the 'time value of money' in finance?**
   a. The principle that money loses value over time
   b. The concept that money available at the present time is worth more than the same amount in the future

c) The idea that time spent managing money is valuable
d) The concept that money increases in value over time

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