

1. A person who organizes, manages, and assumes the risks of starting and operating a business to make a profit is called a(n):
2. Which of the following was not cited as a reason for starting a new business?
3. Which of the following is not a characteristic of a small business?
4. Which characteristic would likely be found in an industry dominated by small business firms?
5. Which of the following is not a common reason for small-business failure?
6. Which of the following is/are suggested time management technique(s)?
7. Which of the following is/are (a) suggested question(s) to ask yourself when planning your activities?
8. The relationship between firms and new markets is:
9. When an entrepreneur explores his/her skills, abilities, and interests as a means of identifying the kind of business to enter, that process is known as the:
10. Product quality is only one of the possible bases upon which to build a business using what strategy?
11. The first step in the marketing research process is to ... .
12. The last step in the marketing research process is to ... .
13. Data that is freshly gathered for a specific purpose is called ... .
14. The best way to reach people who would not give personal interviews or whose responses might be biased or distorted by the interviewer is by using a(n) ... .
15. Which one of the following decisions should be made before designing the research plan?
16. A person who takes a risk to produce goods and services in search of profit -
17. In a corporation, owners share profit, but liability is limited to.
18. A form of business organization that is authorized to act as a legal entity regardless of the number of owners.
19. In which type of organization does one person take all the risks?
20. Which is NOT a basic type of business ownership?



21. What is meant by scalable?
22. In business, there are several types of business organizations, what are these?
23. All systematic change that occurs in humans is referred to as:
24. Which defining theme of human development addresses the forces that influence, stimulate, or dictate human change?
25. The deepest element of organizational culture is:
26. What is the term for the act of getting individuals to behave in ways that are acceptable to a group?
27. What is not one of the layers of cultural influence?
28. What type of organizational culture is most likely to deliver stability and efficiency?
29. What is the term for an organization that adapts to changes in the environment by quickly responding to shifts in supply and demand conditions?
30. Workers' acceptance of change is characteristic of what type of culture.
31. Which term best describes the process of obtaining, deploying, and utilizing a variety of essential resources to contribute to an organization's success?
32. Which title is given to an individual who oversees and coordinates the activities of a group of employees engaged in related activities within a unit of an organization?
33. Which management function involves setting goals and objectives and creating specific plans for completing them?
34. Which level of management is responsible for establishing a vision for the organization, developing broad plans and strategies, and directing subordinate managers?
35. Which management principle states that orders and instructions should flow down from top to bottom or from a higher-level manager to a lower one?
36. Economic uncertainty, regulatory requirements, and new competitors are examples of what type of factors that affect managers?
37. Which management principle states that work should be divided so that each person will perform a specialized portion?
38. A manager who possesses knowledge of the processes, equipment, and potential problems of an industry would possess what type of managerial skill?



39. For a manager, who should take priority- the job task or the employees performing the job?
40. What is "social media optimization"?
41. In a manual bookkeeping system, transactions are first recorded in:
42. In a manual bookkeeping system, each amount in a journal is posted to an
43. On the balance sheet, accruals, notes payable, and account payable are listed under which category?
44. Earnings that have a cumulative amount and are not paid to the stockholder as a dividend is known as
45. The significance of using the field 'Do not Account After' is:
46. For effective internal accounting control, employees maintaining the accounts receivable subsidiary ledger should not also be approved.
47. Which of the following departments should have the responsibility for authorizing payroll rate changes?
48. To achieve good internal accounting control, which department should perform the activities of matching shipping documents with sales orders and preparing daily sales summaries?
49. Proper authorization procedures in the revenue cycle usually provide for the approval of bad debt write offs by an employee in which of the following departments?
50. For internal control purposes, which of the following individuals should preferably be responsible for the distribution of payroll checks?
51. An ability to determine marketing strategy to affect customer mindset is considered as:
52. Marketing strategy in which a firm sells different segments and offers different product is classified as:
53. To be useful, market segments should be:
54. What are the three key pillars of marketing strategy?
55. When all customers have the same preferences, marketing strategy is classified as:
56. SWOT analysis is a diagnostic tool. What elements are this tool based on?
57. The customer driven marketing strategy is another name of
58. The Company wants to nurture, retain, and sustain and grow its customers of the customer group called:



59. What part of the plan focuses on what you are selling and the benefits that the customers will receive (the cost of the marketed items/acts)?
60. The Market consists of:
61. Inspection, scrap, and repair are examples of
62. Customers are primarily concerned with:
63. Assuring the quality is necessary for building customer confidence.
64. All the following costs are likely to decrease because of better quality except
65. Quality is defined by the customer is:
66. TQM stands for:
67. Deming's 4 step cycle for improvement is
68. Quality practices must be carried out:
69. QFD stands for:
70. Quality management includes forming and directing a team of people to achieve a qualitative goal within an effective cost and time frame that results in:
71. What factors create organizational culture?
72. Factors that sustain an organizational culture include:
73. A positive organizational culture is one that:
74. Research suggests that managers can influence the ethical behavior of employees by adhering to which of the following principles:
75. What is work spirituality?
76. ... help turn routine activities into valuable, important actions:
77. The set of beliefs, goals, and practices that a group of people share is known as:
78. Which of the following does NOT indicate a need to improve customer service (to improve your customer retention program)?



79. Which choice is part of establishing a customer retention program?

80. Which statement about measuring customer satisfaction is true?

