

Name _____

Date _____

Period/Course _____

Number of Ques. Correct: _____ out of 25

Score/Grade: _____



Introduction to Business Pre-test



Directions: This is an assessment to see what you already know in regard to intro to business topics we will be studying. It will not be graded. You must do this alone with no help from anyone or anything! If you cannot answer one of the questions below, skip it and move on to the next one. This assessment will prove to you how valuable this course is going to be for you. It is important to understand business functions and the world around you. Good luck!

1. What is the difference between wants and needs? Provide an example of each.

2. Businesses supply goods and services with the motivation of making this. Without it a company cannot survive. It is the money left over after a business has paid the cost of providing its goods and services.

3. Companies thrive on this. It is the contest between businesses to win customers.

4. A _____ is a person who uses/buys goods and/or services.

5. An _____ is an individual who undertakes the creation, organization, and ownership of a business. He or she accepts the risks and responsibilities of business ownership—he or she owns their own business.

6. This is the study of how individuals and groups of individuals strive to satisfy their needs and wants by making choices. It is the study of how society chooses to use resources to produce and distribute goods and services for peoples' consumption.

7. Economic systems are the methods societies use to distribute resources. What are the three types of economic systems we have in the world?

8. _____ is the amount of goods and services that producers will provide at various prices. Producers want a price for their goods and services that will cover their costs and result in a profit. _____ is the amount or quality of goods and services that consumers are willing to buy at various prices. The higher the price, the less consumers will buy. The lower the price, the more consumers will buy.
9. _____ are moral principles by which people conduct themselves personally, socially, or professionally.
10. The _____ (FDA) is a federal government agency that protects consumers from dangerous or falsely advertised products. Most companies obey the government's rules.
11. There are three main types of business organizations (ways to form a business). A _____ is a business owned by one person. A _____ is a business owned by two or more people who share its risks and rewards. A _____ has many owners. It is run by a chief executive officer (CEO), who answers to a board of directors.
12. A _____ is a written description of a new business venture that describes all aspects of the business. It helps business owners focus on what they want to do, how they will do it, and what they expect to accomplish. It is also used by potential investors and financing agencies that one can go to for start-up funds.
13. A _____ is a contractual agreement to use the name and sell the products or services of a company in a designated geographic area. It is a type of license that a party acquires to allow them to have access to a business's knowledge, processes and trademarks in order to allow the party to sell a product or provide a service under the business's name. Examples: McDonald's® & IHOP®.
14. _____ includes the processes or functions of planning, organizing, leading, and controlling. It is the organization and coordination of the activities of a business in order to achieve defined objectives.
15. An _____ job is a job suitable for a worker who is new to a job, field, or subject. He or she is just starting out. New employees who gain experience and show certain qualities can be promoted to higher positions, including management.
16. _____ means taking a company and its employees in a direction based upon a vision.

17. Business conducted on the Internet is known as what?
18. E-tail is electronic retail. Name two advantages and two disadvantages of being able to shop online.
19. _____ is the process of creating, promoting, and presenting a product or service to meet the wants and needs of consumers, wherever they are. It is the process of planning, pricing, promoting, selling, and distributing ideas, goods, and services.
20. _____ is the public promotion of something such as a product, service, business, or event, to attract or increase interest in it. Examples of media to accomplish this include: newspapers, magazines, TV, radio, online, etc.
21. A _____ is a one to two-page formal document that lists a job applicant's work experience, education and skills. It is designed to provide a detailed summary of an applicant's qualifications for a particular job.
22. A _____ is someone who comments on a job applicant's character and qualifications for a job.
23. A _____ gives an employee a higher-level job with more authority, responsibility, and pay.
24. A _____ is a move to another job within a company, usually at the same level and pay. This might occur because another department needs the employee or their job in their present department is being eliminated. It may also occur if the company moves or opens a new office.
25. _____ is the systematic process of recording and reporting the financial position of a person or an organization. It is the function of the business that involves maintaining and checking records, sending out and paying bills, and preparing financial reports for a business.