Unit 2: Evaluation form

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| EVALUATION FORM |
| Name |
| Circle the correct answer: |
| 1. Research shows that it is quite likely that a business will fail if it is not based on a business plan/value proposition:   1. true 2. false |
| 2. When planning the advertising campaign, the “target segment” refers to:   1. business clients 2. business partners 3. local authorities |
| 3. Business X competes with business Y if:   1. they both address the same clients 2. they offer the same product/service and they address the same customers 3. they offer the same product/service |
| 4. For testing the market, the best would be to:   1. base you decision on your gut feeling 2. research it with your friends 3. do a market study of the product/service |
| 5. When setting the price, one should consider:   1. costs 2. competitors 3. demand and offer 4. all of the above |
| 6. Drafting of a business plan/value proposition is optional for some small business:   1. true 2. false |
| 7. To start a business, you need:   1. an idea, the business plan/value proposition and money 2. the business plan/value proposition 3. money |
| 8. What part of the business plan do you fill in last?   1. market analysis 2. risks 3. summary |
| 9. When choosing the right promotional method, one should cconsider:   1. the competition and promotional goal 2. demand and offer 3. the promotional goal, budget and target market segment |
| 10. It is true that:   1. entrepreneurs do not risk their own money 2. entrepreneurs do not do many things at the same time 3. entrepreneurs are affected by economic changes |