

Question 1

The objectives of cash management are to adequately meet the cash demands of the business, to avoid retaining unnecessarily large cash balances, and to stretch the profit-generating power of each dollar the business owns.

True or False?

Answer: <https://biology-forums.com/index.php?topic=717560>

Question 2

To avoid unpleasant surprises in launching an e-commerce effort an entrepreneur should:

- A) test the Web site with real customers to make sure it is easy to navigate.
- B) avoid being talked into establishing a privacy policy.
- C) cancel all current advertisements in other media.
- D) not try to out-guess customers, and handle order fulfillment as orders come in.

Answer: <https://biology-forums.com/index.php?topic=717126>

Question 3

A patent gives the inventor the exclusive right to make, use, or sell an invention for 50 years.

True or False?

Answer: <https://biology-forums.com/index.php?topic=716380>

Question 4

A collection agency typically takes _____ percent of the amounts they collect on past due accounts.

- A) 5 to 10
- B) 10 to 20
- C) 25 to 50
- D) 75 to 90

Answer: <https://biology-forums.com/index.php?topic=717534>

Question 5

Pure franchising involves the right to use all the elements of a fully integrated business operation.

True or False?

Answer: <https://biology-forums.com/index.php?topic=716810>

Question 6

Which of the following statements concerning a company's target market is false?

- A) Marketing experts contend that the greatest marketing mistake small companies make is failing to clearly define the target market to be served.
- B) A "shotgun approach" to marketing - trying to appeal to everyone rather than to only a small market segment - is the most effective way to compete with large companies and their bigger marketing budgets.
- C) Small companies are usually better suited to pinpointing target markets that their larger rivals overlook or consider too small to be attractive.
- D) Most successful small businesses have well-defined portraits of the customers they are trying to attract.

Answer: <https://biology-forums.com/index.php?topic=716990>

Question 7

Entrepreneurs tend to rely more on nonmonetary rewards such as praise, recognition, game tickets, dinners, and others to create a work environment where employees take pride in their work, enjoy it, are challenged by it, and get excited about it.

True or False?

Answer: <https://biology-forums.com/index.php?topic=718389>

Question 8

The single most common reason for abandoning online shopping carts is:

- A) shipping charges were too high.
- B) delivery times were too long and the checkout process required too much information and time.
- C) there was insufficient product information available.
- D) the inability to compare the final price before buying.

Answer: <https://biology-forums.com/index.php?topic=717141>

Question 9

In a grantor-retained annuity trust (GRAT),

- A) there is an attempt to minimize taxes on a family by creating two classes of stock - preferred stock whose value is locked in and common stock whose value reflects the market value of the business.
- B) a business owner can pass on up to \$10,000 annually which is exempt from federal gift taxes.
- C) the grantor retains the voting power and interest income from the stock in the trust for up to ten years before the business goes to the beneficiaries.
- D) the surviving owner or heir of a family business has the right to purchase the stock of the deceased owner at a price established by a predetermined formula.

Answer: <https://biology-forums.com/index.php?topic=718329>

Question 10

Which of the following is an effective way to trim overhead?

- A) When able, buy instead of leasing.
- B) Hire more full-time employees; reduce the number of part-timers.
- C) Eliminate zero-based budgeting.
- D) Negotiate fixed loan payments to coincide with company cash flow.

Answer: <https://biology-forums.com/index.php?topic=717550>

Question 11

A community shopping center contains from three to twelve stores and serves a population that lives within a 10-minute drive.

True or False?

Answer: <https://biology-forums.com/index.php?topic=717994>

Question 12

From the information provided, prepare a monthly cash budget for the next quarter (October-December) for the Golden Company.

Answer: <https://biology-forums.com/index.php?topic=717638>

Question 13

Defining the company's target market and its buying potential is one of the most important and most challenging parts of building a business plan.

True or False?

Answer: <https://biology-forums.com/index.php?topic=716630>

Question 14

Which of the following is not a characteristic of an effective business sign?

- A) Includes a message that is short, simple, and clear.
- B) Is illuminated so that it is readable both day and night.
- C) Uses complementary color schemes and ornate typefaces.
- D) Is well maintained.

Answer: <https://biology-forums.com/index.php?topic=718023>

Question 15

The best way to find out what customers really want and value is to ask them.

True or False?

Answer: <https://biology-forums.com/index.php?topic=717074>

Question 16

A resident buying office is:

- A) a business that buys and sells products in many countries, either in its own name or as an agent for its buyer-seller clients.
- B) a government-owned or business-owned facility set up in a foreign country to buy products that are made there.
- C) a firm in an overseas distribution network selling noncompetitive products made by other firms.
- D) formed by an agreement where a licensor gives a foreign licensee the right to use a patent, trademark, copyright, technology, and products in return for a percentage of the licensee's sales or profits.

Answer: <https://biology-forums.com/index.php?topic=718160>

Question 17

The section of the business plan that describes the company's products or services should focus on how a business will transform the tangible features of its products or services into important but often intangible customer benefits.

True or False?

Answer: <https://biology-forums.com/index.php?topic=716625>

Question 18

The secret to good control is identifying and tracking key performance indicators.

True or False?

Answer: <https://biology-forums.com/index.php?topic=716502>

Question 19

Warren Cassell, owner of Just Books, a very small book store, makes special orders for customers at no extra charge, provides free gift-wrapping, conducts out-of-print book searches, offers autographed copies of books, hosts "Meet the Author" breakfasts, and publishes a newsletter for book lovers. By offering his customers lots of "extras" they do not get at larger bookstores, Cassell has won a growing base of loyal customers. Cassell is relying on which marketing strategy?

- A) Demographic marketing
- B) Transaction selling
- C) Individualized marketing
- D) Guerrilla marketing

Answer: <https://biology-forums.com/index.php?topic=716986>

Question 20

When building your management succession "survival kit,"

- A) never assume your children want to take control of the business.
- B) keep your succession choice a secret to avoid conflict among other family members.
- C) remember that entrepreneurial skills and desire are largely hereditary.
- D) you may assume your children want to take control of the business.

Answer: <https://biology-forums.com/index.php?topic=718324>