



Introduction to Business Principles Assessment

Name: _____ Date: _____

1. List three essentials or “needs” when starting up and managing a business.

2. List four ways that a company can attract customers.

3. To be successful, a service business must be responsive to customer complaints even if the solution results in increased expenses.
 - A. True
 - B. False

4. List four ways to identify an employee’s outstanding performance within an organization.



5. If you go to a bank for a loan to start up a business, the bank will require you to submit a _____ to prove that you know how to finance the business, how to get customers, how to keep customers, how to staff the business and how to set operating policies.
- A. operating policies
 - B. staffing plan
 - C. marketing plan
 - D. business plan
 - E. operating budget
6. A well known, successful business does not have to worry about competition.
- A. True
 - B. False
7. List four ways that you can offer incentives to maintain customer satisfaction and loyalty.
8. Match each item with its description.
- | | |
|------------------------|--|
| ___ Marketing Plan | A. Plan on where money will come from, how it will be spent for such expenses as rent, utilities, payroll, materials, etc. |
| ___ Operating Policies | B. A plan that defines job responsibilities and functions. |
| ___ Operating Budget | C. A plan that lets the community know about the product you are manufacturing. |
| ___ Staffing Plan | D. A plan that indicates how an organization will be run, and how customers will obtain products and will pay for them. |



9. A company must be skilled at advertising and marketing its products because
- A. it is important to maintain customer satisfaction and retain customer business.
 - B. the company must work hard to maintain a competitive edge.
 - C. other companies will do what it takes to get your customers.
 - D. it is more difficult to get a dissatisfied customer back than to get a new one.
 - E. All of the above.
10. Customers will sometimes pay more for a product if they know they are getting more in terms of quality, safety, personal attention, etc.
- A. True
 - B. False