

ENT407

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1. Along which criteria can a market be segmented?

Geographic

Demographic

Benefit

--->> All of the above

2. That product development process that concerns itself with the measurement of customer acceptance is called what?

New product strategy

--->> Market testing

Screening

Commercialization

3. One of the following is not a type of current liabilities

Account payable

Accrued expenses

--->> Equity

Notes payable

4. A document that compares the possessions of a company and the debts it owes on a specific day is known as what?

Business plan

--->> Balance sheet

Accounting method

Fixed assets

5. Which are the disadvantages of buying an existing business

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Departure of the current owner

Finding the business

--->> All of the above

6. The final step in the product development process is called what?

Corporate social responsibility

New product strategy

Screening

--->> Commercialization

7. Personal funds, private investors, partners, venture capital firms, and stock sales are called what?

--->> Equity financing

Debt financing

Loan financing

Bank borrowing

8. All but one are barriers to entering a new industry

Customer attitudes and habits

Switching costs

--->> Lack of competition

Response of existing competitor

9. The road map on the journey to an entrepreneur's success is called what?

--->> Business plan

Business proposal

Planning

Organizing

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--->> Corporate social responsibility

New product strategy

Screening

Concept testing

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