ACADEMIA MILITAR DEL VALLE BILINGUAL HIGH SCHOOL
SCHOOL YEAR 2025-2026
BUSINESS DIAGNOSTIC EXAM

NAME:		**SCORE** / **10**
LEVEL: 3RD YEAR SENIOR	**CLASS: A – B – C**	
DATE: ___ / ___ / 2025		
TEACHER: M.Ed. Nidia Barahona		

EXAM INSTRUCTIONSP

Read each question carefully
You are not allowed to talk during the test; if so, the teacher will collect your test immediately.
Make sure you have signed the test before handing it to your teacher.
You have 40 minutes to finish your test.
In case you struggle with a question, raise your hand and ask assistance from your teacher.
Make sure you have answered all questions handing your test paper.
Think before you answer a question and avoid any kind of stain on the test.

Unit 1: Developing an Entrepreneurial Mindset. Part 1	**(1 Point)**
CE.EG.5.6. It requires adequate personnel planning to increase the performance of the enterprise.	

1. Match the personal characteristics of successful entrepreneurs to their corresponding meaning.

1. PATIENCE	(____)Accepts that goals are not reached overnight
2. EMPATHY	(____)Ability to adapt, willingness to change
3. FLEXEBILITY	(____)Takes risks in spite of possible losses
4. COURAGE	(____)Sensitive to thoughts and feelings of others

Unit 1: Developing an Entrepreneurial Mindset. Part 1 **(4 Point)** **Delivering value to customers. Part 1** **Business Model part**
CE.EG.5.6. It requires adequate personnel planning to increase the performance of the enterprise. EC.G.5.8. It offers a new product or service that impacts a defined market segment. EC.G.5.4. It detects, through field research, the need for products or services in a market, to ensure a durable life cycle.

Choose the correct option

2.Which are the elements of the marketing mix?

a. Price, Promotion, Place, People, Practice
b. Price, Promotion, Place, People, Product
c. Price, Money, Place, People, Product
d. Price, Money, Place, Taxes, Product

LIVEWORKSHEETS

3.Which characteristic would be beneficial to an entrepreneur?

a. Doesn't give up easily
b. Lives in a dream world
c. Makes friends quickly
d. Likes to argue

4. **An entrepreneur was building a website for a new dog grooming business through internet research, the entrepreneur found many pictures to use on the new business's website. A few months later, the entrepreneur received a letter from a law firm for using these images. Which type of intellectual property protection is at issue in this example?**

a. Copyright
b. Trademark
c. Service Mark
d. Patent

5. **What is the legal reason to practice ethics in your business?**

a) To keep the Better Business Bureau happy
b) To ensure return customers
c) To motivate employees
d) To avoid lawsuits

6. **Choose which legal structure represents a corporation**

LIVEWORKSHEETS

Unit 4: Opportunity Recognition and Marketing Analysis part 2.	(3 Points)
EC.G.5.5. It applies statistical processes that allow a good interpretation of market information, to ensure more probability of success in a venture	

7. **Match the concept with its meaning**

a. Expenses	(____) When someone has a proprietorship over something.
b. Sales	(____) Money that a company needs to spend in order to keep working.
c. Incomes	(____) When a company interchanges products or services for money.
d. Ownership	(____) Money that is flowing into the company

TRUE OR FALSE

8. **Product storage is important because products are not always sold immediately and must be protected and organized** **T F**
9. **An external partnership a customer who buys frequently** **T F**

MADE BY	REVISED BY	APPROVED BY	STUDENT´S SIGNATURE
TEACHER: Nidia Barahona Signature:	COORDINATOR: Maribel Reinoso	PRINCIPAL: Col. Rubén León Fuentes	
	Date: September 3rd, 2024	Date: September 3rd, 2024	PARENT´S SIGNATURE

LIVEWORKSHEETS