

Entrepreneurship

End of Year Examination 2021

Name: _____

Date: _____

Teacher: Ms. S. Musgrove

Grade 9

INSTRUCTIONS:

1. All your answers must be written in ink.
2. Write your name and grade at the top of this page in the spaces provided.
3. All questions are to be answered.
4. The number of the marks available for each question is shown within [] brackets at the beginning of each section.
5. Read carefully the instructions given in each section.
6. There are **three (3)** sections: A, B, and C.

Points

Section A.....	10
Section B	10
Section C	20
Total Points	40

Section A

MULTIPLE CHOICE QUESTIONS**[1 Point Each]**

Circle the best possible answer.

1. Marketing is:
 - a) The people who the business wants to sell the products to.
 - b) A plan to identify how business goals will be achieved.
 - c) The processes which include planning, pricing, promotion, distribution and selling of products.
 - d) Defining your market.

2. A **target** market is:
 - a) The people who the business wants to sell the products to.
 - b) A plan to identify how business goals will be achieved.
 - c) The processes which include planning, pricing, promotion, distribution and selling of products.
 - d) Defining your market.

3. A marketing **strategy** is:
 - a) The people who the business wants to sell the products to.
 - b) A plan to identify how business goals will be achieved.
 - c) The processes which include planning, pricing, promotion, distribution and selling of products.
 - d) Defining your market.

4. A marketing **plan** is:
 - a) The people who the business wants to sell the products to.
 - b) A plan to identify how business goals will be achieved.
 - c) The processes which include planning, pricing, promotion, distribution and selling of products.
 - d) Defining your market.

5. Which of the following is **NOT** a basic element of a business plan?
 - a) Appendix
 - b) Introduction
 - c) Financial Projections
 - d) Main Body

6. Which section of the business plan includes supporting documents?
 - a) Introduction
 - b) Main Body
 - c) A and B
 - d) None of the above

7. Which is a function of advertising:
 - a) To announce new products.
 - b) To display unique features of a product.
 - c) To inform customers about the product.
 - d) All of the above.

8. A template is a _____ document that Microsoft creates to use as a pattern for a project:
 - a) Predetermined.
 - b) Predesigned
 - c) Permitted
 - d) Predestined

9. Flyers for advertising should contain which of the following:
 - a) Shapes.
 - b) Textboxes.
 - c) Word art.
 - d) All of the above.

10. A business plan is a written document that:
 - a) Describes all the steps necessary for opening and operating a successful business
 - b) Describes everything the customers want and need.
 - c) Describes how the producer will provide products or services for the customers.
 - d) None of the above

[10 points total]

Section B

TRUE AND FALSE

[1 Point Each]

Answer TRUE or FALSE by placing T or F in the spaces provided.

1. Advertising is a paid form of communication sent out by a business.
2. Television advertising usually comes in the form of commercials and paid advertising.
3. A business plan does not explain the idea behind your business however, it tells how your product or service will be produced and sold.
4. Advertising keeps your products in the public's eye by creating a sense of awareness.
5. Telemarketing is not a type of advertising media.
6. A business plan sets general objectives that the company must achieve.
7. Advertising is a marketing strategy used by businesses.
8. A marketing plan strategy should include information on promotional strategy
9. Radio advertising is more expensive than television promotion.
10. One common mistake when writing a business plan is an undefined target market.

[10 Points Total]

Section C

SHORT ANSWER QUESTIONS

ANSWER ALL OF THE QUESTIONS IN THIS SECTION

Questions 1-5 are to be based upon the advertisement given.



1. What is the purpose of this advertisement? [2pts]

2. What is the advertisement about? [2pts]

3. Who are the target customers? [1pt]

4. Is a product or service being offered to the customers? [1pt]

5. State one marketing strategy the entrepreneur used to persuade (attract) customers? Explain how this can be effective. **[4pts]**

6. List four types of advertising media and explain any two. **[6pts]**

7. What are two (3) questions in which entrepreneurs must consider when defining a market? **[2pts]**

i) _____

ii) _____

iii) _____

8. For each scenario state the **most effective** type of advertising media to use: **[2pts]**

a) Selling a car _____

b) A new movie coming out _____

[20 Points Total]