



**BUSINESS STUDIES**  
**GRADE 9 GENERAL**  
**UNIT 3 – BUSINESS OBJECTIVES**

NAME: \_\_\_\_\_

**SMART Objectives in Business**

In business, setting goals is needed for success. SMART objectives are a way of creating clear, attainable goals. SMART stands for Specific, Measurable, Achievable, Relevant, and Time-bound. These objectives help businesses focus on what needs to be done and how to achieve it.

**Question 1: Fill in the Blank:** Use the word bank to fill in the blank with the correct words.

**Word Bank:** time-bound, measurable, achievable, relevant, specific

1. SMART objectives are more effective because they are \_\_\_\_\_, allowing for precise planning.
2. Having \_\_\_\_\_ goals helps in tracking progress and measuring success.
3. Goals must be \_\_\_\_\_ to ensure they are realistic and attainable.
4. It's important that objectives are \_\_\_\_\_ to the broader business goals.
5. Each goal should have a specific \_\_\_\_\_ for completion to create urgency.

**Question 2: Multiple Choice Questions:** Choose the correct answer from the choices for each question.

1. What does the "S" in SMART stand for?
  - a) Simple
  - b) Specific
  - c) Strategic
  - d) Sensible
2. Why is it important for goals to be measurable?
  - a) To make them easier to forget
  - b) To track progress and success
  - c) To ensure they are vague
  - d) To avoid accountability
3. Which of the following is an example of a SMART objective?
  - a) "Improve sales."
  - b) "Increase profits by 10% in the next quarter."
  - c) "Become the best company."
  - d) "Hire more employees."



4. Which part of SMART ensures that goals are realistic?
  - a) Measurable
  - b) Time-bound
  - c) Achievable
  - d) Specific
  
5. What does "time-bound" mean in the context of SMART objectives?
  - a) The goal has no deadline.
  - b) The goal is set to be completed in the future.
  - c) The goal has a specific deadline.
  - d) The goal is not important.

**Question 3: Open Ended Questions:** Answer the following questions in complete sentences:

1. Why is it important for business objectives to be specific?

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2. Explain how making a goal measurable can benefit a company.

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3. Describe an example of a SMART objective you could set for a school project.

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**FEEDBACK:**