

1. \_\_\_\_\_ is the amount a business earns over and above what it spends for salaries and other expenses.  
A) Profit  
B) Revenue  
C) Interest  
D) Dividends
  
2. Shelley recently opened a new restaurant specializing in fast foods prepared with less fat and calories for health-conscious diners who are in a hurry. Shelley knows that there are some risks associated with opening and managing a restaurant, but she is confident that she can earn a profit. Shelley is an example of a(n):  
A) arbitrageur.  
B) entrepreneur.  
C) speculator.  
D) account manager.
  
3. \_\_\_\_\_ refers to the amount of output generated with a given amount of input, e.g., number of pizzas produced per worker per hour.  
A) Efficiency  
B) Technology  
C) Telecommuting  
D) Productivity
  
4. The study of how society employs resources to produce goods and services and distribute them for consumption among various competing groups and individuals is known as:  
A) human resource management  
B) finance  
C) marketing  
D) economics
  
5. An oligopoly is a market that is characterized by:  
A) one firm that totally dominates the supply of the product.  
B) a large number of small firms all producing very similar products.  
C) a few large sellers who dominate the market supply.  
D) several small firms that compete primarily by differentiating their products.
  
6. A command system is characterized by:  
A) reliance on the forces of supply and demand to determine what is produced.  
B) reliance on the government to determine what is produced and who gets the output.  
C) an extremely rapid rate of economic growth.  
D) freedom of choice and freedom of competition.
  
7. Companies owned by the federal or provincial governments are called:  
A) co-operatives  
B) crown corporations  
C) government agencies  
D) public corporations

8. The selling off of Canadian government owned crown corporations such as Air Canada and Canadian National Railway (CNR) is called:
- A) privatization
  - B) going public
  - C) decertification
  - D) deregulation
9. Efforts by the Bank of Canada to control the money supply and interest rates are known as:
- A) fiscal policy.
  - B) incomes policy
  - C) monetary policy
  - D) securities policy.
10. Insider trading involves:
- A) an Internet activity that establishes a barter exchange system between businesses.
  - B) investors using private company information to further their own fortunes.
  - C) the exchange of assets between companies in the same industry.
  - D) a payment or reward for socially conscious behavior.
11. Supply & Demand: when the price goes down, fewer people will want to supply cause they cannot sell it for a decent price. This circumstance is represented by,
- A) The line for "Demand".
  - B) The line for "Supply".
  - C) Equilibrium point
  - D) Product life cycle.
12. The \_\_\_\_\_ is, perhaps, the most important of the 6 Environments that influence a company involved in marketing, business, International Business or e-commerce – which in turn effects the degree to which you attend to the other environment.
- A) Political / Legal / Regulatory
  - B) Competitive Environment
  - C) Sociocultural / Ethnic / Linguistic
  - D) Technological
13. One big company dominating the market with a few medium or smaller sized companies examples, is an example of...
- A) Monopoly
  - B) Monopolistic Competition
  - C) Oligopoly
  - D) Pure Competition
14. Marketing, which uses Word-of-mouth to spread, is termed:
- A) The best skills and resources which an organization has.
  - B) Paying suppliers and distributors to perform certain business processes – outside the main company.
  - C) Viral Marketing.
  - D) When a company decides to sell part of its existing business operations

15. Divestiture is
- A) The best skills and resources which an organization has.
  - B) Paying suppliers and distributors to perform certain business processes – outside the main company.
  - C) Viral Marketing.
  - D) When a company decides to sell part of its existing business operations
16. Outsourcing is
- A) The best skills and resources which an organization has.
  - B) Paying suppliers and distributors to perform certain business processes – outside the main company.
  - C) Viral Marketing.
  - D) When a company decides to sell part of its existing business operations
17. Core Competency is
- A) The best skills and resources which an organization has.
  - B) Paying suppliers and distributors to perform certain business processes – outside the main company.
  - C) Viral Marketing.
  - D) When a company decides to sell part of its existing business operations
18. \_\_\_\_\_ refers to the marketing techniques that seek to exploit pre-existing social networks to produce exponential increases in brand awareness, through processes similar to the spread of an epidemic.
- A) Outsourcing
  - B) Core competency.
  - C) Viral Marketing.
  - D) Divestiture
19. Talking about “Pirates of the Caribbean” and the East India Company, in class, served the purpose of explaining the advantages of.
- A) Outsourcing
  - B) Core competency.
  - C) Viral Marketing.
  - D) Divestiture
20. The \_\_\_\_\_ environment also includes topographical challenges and advantages. Challenges apply when the land is very steep, which limits the available acreage of arable land so you cannot grow enough crops.
- A) Geographical
  - B) Technical.
  - C) country
  - D) Economic