

# Review for Unit 2 Test

# 1) What are the 4 main types of businesses?

- Sole proprietorship
- Partnership
- Corporation
- franchise

## 2) What is an environmental scan?

- Analysis and review of inside and outside departments of a business

### 3) Advantages and Disadvantages of businesses

- Place the following under the correct category:
- Sole proprietorship, partnership, and corporation

Easy to form	Easy to obtain capital	Limited liability to shareholders	Government regulations	Complete control
Double taxation	Receive 100% profit	More capital	Share work	Losses shared
Liability: employment	Profits shared	Liability: accidents/injuries	Joint decisions	Operations controlled by shareholders

## 4) What are the 6 steps to perform a scan?

- Step 1: identify purpose
- Step 2: carry out the scanning activities
- Step 3: analyze and interpret results
- Step 4: select issues and trends for further action
- Step 5: report the results
- Step 6: scan on a continuous basis

## 5) What is P.E.S.T analysis?

- Political
- Economy
- Socio-cultural
- Technology

## 6) What is infrastructure?

- Bridges
- Roads
- Ways to connect east and west

## 7) What was Henry Ford's key innovation?

- The assembly line
- Model T



## 8) What is morganization?

- Eliminating the competition
- In all industry

## 9) What are operating costs?

- Everyday costs to run a business
- Lease, insurance, utilities, inventory

## 10) What are the three types of cost?

- Fixed
- Variable
- Semi-variable

# 11) What should you do with a feasible idea?

- Research
- Marketing

# Unit 3: understand market planning and business law

- Develop marketing strategies to guide marketing tactics
- 4 P's of marketing
- [..\obj 3\3.01 power point.ppt](#)
- Product, price, place, promotion
- Groups of 4, design a poster for what you think your word means according to business

# Product Assignment (project)

- Due 3/4/16