

Study guide for Quiz (Quiz is Wed 2/17/16)

1. Know the 7 types of business ownership
2. Know the advantages and disadvantages for sole proprietorship, partnership, and corporation
3. Know what an environmental scan?
4. Be able to list 3 internal environments to scan
5. Be able to list 3 external environments to scan
6. Know the purpose of scanning?
7. Be able to list 3 examples of market trends
8. Know two questions to ask in the society and culture factor of business
9. Know the 5 reasons to do an environmental scan
10. Know how to explain P.E.S.T analysis, include at least 2 things for each part
11. Be able to identify 6 steps to conduct environmental scan?
12. Be able to Identify the 5 men who built America?
13. Make sure you can explain 3 techniques to generate your venture/product idea
14. Make sure you can explain the 5 lessons from Rockefeller
15. Have a good answer for the following:
You are the business owner; explain how you would address the following:
 - a. Your product or services are too expensive

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