

Entrepreneurship Fundamentals for Teens

Business · Answer Key · 18 Questions

1. What is the term for a person who starts a new business and assumes the financial risk?

- A) Investor
- B) Entrepreneur**
- C) Manager
- D) Employee

2. What is a 'Business Plan'?

- A) A list of employees
- B) A document outlining business goals and strategies**
- C) A contract for office space
- D) A schedule for annual holidays

3. What is 'Capital' in a business context?

- A) The city where a business is based
- B) A legal requirement for naming a brand
- C) Money or assets used to start or operate a business**
- D) The total number of customers

4. What is a 'Startup'?

- A) A company in its early stages of operations**
- B) A retired business
- C) A government department
- D) A nonprofit charity

5. What does the term 'Revenue' refer to?

- A) The money spent on advertising
- B) The total amount of money a business earns from sales**
- C) The amount of tax paid to the government
- D) The office utility bills

6. What is a 'Target Market'?

- A) A group of potential customers a business aims to sell to**
- B) The physical location of a store
- C) A discount offered to customers
- D) A competitor's price list

7. What is an 'Asset'?

- A) A debt owed to a bank
- B) A cost incurred for shipping
- C) Anything of value owned by a business**
- D) A resignation letter

8. What is 'Profit'?

- A) Total money earned before costs
- B) The money left over after all expenses are paid**
- C) The total number of products produced
- D) The interest rate on a loan

9. What is a 'Patent'?

- A) A government license granting the right to exclude others from making an invention**
- B) A bill for electricity
- C) A marketing slogan
- D) A type of corporate tax

10. What is 'Marketing'?

- A) The process of manufacturing goods
- B) The activity of promoting and selling products or services**
- C) The act of hiring new staff
- D) The process of closing a business

11. What is a 'Liability'?

- A) A business debt or financial obligation**
- B) A creative design
- C) A successful sales strategy
- D) An employee's job description

12. What is 'Market Research'?

- A) Gathering information about consumers' needs and preferences**
- B) Hiring a new manager
- C) Calculating the final tax return
- D) Cleaning the office space

13. What is a 'Brand'?

- A) The size of a factory
- B) A unique name, symbol, or design that identifies a product**
- C) The annual budget of a company
- D) A legal court case

14. What is a 'Sole Proprietorship'?

- A) A company owned by one person**
- B) A business owned by the government
- C) A global corporation with many branches
- D) A charity organization

15. What does 'Fixed Cost' mean?

- A) An expense that changes based on sales
- B) An expense that stays the same regardless of production levels**
- C) The cost of raw materials
- D) A temporary bonus for employees

16. What is 'Innovation'?

- A) Repeating old processes
- B) The introduction of new ideas, methods, or products**
- C) Keeping all business records on paper
- D) Reducing employee salaries

17. What is a 'Competitor'?

- A) A business that offers similar products or services**
- B) A customer who buys frequently
- C) A supplier of raw materials
- D) A government official

18. What is a 'Dividend'?

- A) A portion of corporate profits paid to shareholders**
- B) A type of office equipment
- C) A tax deduction
- D) The total debt of a company