

Quizz

Module 3 In the Market

A. Choose the answers in the following questions:

1. When you select a supplier you need to:

- a. know his age
- b. measuring supply performance
- c. ensuring quality for consumers
- d. know his others partners

Right answers: b,c

2. If you look to take your business to the next level you have to:

- a. employ many people
- b. merge with or acquire another business
- c. identify new raw material
- d. target other markets

Right answers: b,d

3. Select the types of business contracts in the following version:

- a. employment - related contracts
- b. sales - related contracts
- c. marriage contract
- d. leases

Right answers: a, b, d

B. Select only the right answer:

1. One online advertising tactics is

- a. pay per clic
- b. online training
- c. to promote your product with leaflets

Right answers: a

2. Indemnity agreement is.....

- a. a legal transfer of the benefits and obligations of a contract from one part to another.
- b. Outlines the relationship between the franchisor and the franchisee, such as support, advertising, use of brand and so on.
- c. An agreement to transfer risk from one part to another

Right answers: c

3. Social media marketing means that.....

- a. we grow our business holding new buildings
- b. we market a product or a service using Facebook for example
- c. we advertise a product or a service with PPT presentation

Right answers: b

C. Mark the right answer:

1. Logo is also called:

- a. logos
- b. logotype
- c. logodrive

Right answers: b

2. One of online advertising tactics in business is to:

- a. put banners in front of your institution
- b. call several persons to a meeting and explain them the advantages of your product
- c. search engine optimisation

Right answers: c

3. One mode to promote a business through Social Media is to :

- a. do social networking
- b. sharing postcards
- c. change stamps

Right answers: a

4. Choose what contract is an employment – related contract from the variants give to you below:

- a. real property lease
- b. consulting agreement
- c. joint venture agreement

Right answers: b