

Business course quiz

[Business](#), [Marketing](#)



Question 1 5 out of 5 points	Entrepreneurs are commonly characterized as:	Correct Answer:	risk-takers and decision makers.
Question 2 5 out of 5 points	The hard sell or aggressive persuasion designed to separate consumers from their cash emerged during the ...	Correct Answer:	production era
Question 3 5 out of 5 points	To be successful entrepreneurs must be comfortable risking their money and _____ to start and manage a business.	Correct Answer:	time
Question 4 5 out of 5 points	In 1995, a renegotiation of the General Agreement on Tariffs and Trade (GATT) took bold steps to lower tariffs and to reduce trade restrictions. A tariff is a:	Correct Answer:	tax on imports.
Question 5 5 out of 5 points	The four major categories of factors of production are:	Correct Answer:	natural resources, capital, human resources, and entrepreneurship.
Question	In the relationship era, firms began to	Correct	seeking new customers

6 5 out of 5 points	recognize that cultivating current customers is more profitable than constantly _____	Answer:	
Question 7 5 out of 5 points	During the marketing era consumers found:	Correct Answer:	more choices for goods and services.
Question 8 5 out of 5 points	As a factor of production, capital would include:	Correct Answer:	machines, tools, buildings and technology.
Question 9 5 out of 5 points	Human resources include the	Correct Answer:	physical, intellectual, and creative contributions of individuals working in the economy.
Question 10 5 out of 5 points	_____ refers to the quality and quantity of products and goods available to a population at a given time.	Correct Answer:	Standard of living