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| *Indicate the answer choice that best completes the statement or answers the question.* |

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| 1. In the context of today's business environment, which of the following statements is true of millennials?   |  |  |  | | --- | --- | --- | |  | a. | They represent the smallest customer segment of the population. | |  | b. | They refer to those baby boomers who delay their retirement and continue to work even beyond the age of 70. | |  | c. | They represent the smallest employee segment of the population. | |  | d. | They can be trained and developed to fill the leadership gap that is being created by the retirement of baby boomers. | |

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| 2. Which of the following is a difference between the millennial generation and Generation Z?   |  |  |  | | --- | --- | --- | |  | a. | Unlike the millennial generation, Generation Z is comprised of people born between 1980 and 1995. | |  | b. | Unlike the millennial generation, Generation Z tends to be extremely tolerant and inclusive. | |  | c. | Unlike the millennial generation, Generation Z approaches adulthood planning to work for success. | |  | d. | Unlike the millennial generation, Generation Z feels entitled to a great job after college graduation. | |

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| 3. In the context of the history of American business, the \_\_\_\_\_ emerged in the second half of the 1800s, by building on the foundation of the industrial revolution.   |  |  |  | | --- | --- | --- | |  | a. | entrepreneurship era | |  | b. | relationship era | |  | c. | marketing era | |  | d. | production era | |

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| 4. Mercy's Apparels, a fabric company, was established post World War II with the aim of catering to the demands of consumers looking for affordable quality clothing. To differentiate itself from its competitors, the company developed a distinctive identity as the producer of budget clothing. In the context of the history of American business, Mercy's Apparels was most likely established during the \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | production era | |  | b. | marketing era | |  | c. | industrial revolution era | |  | d. | entrepreneurship era | |

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| 5. In the context of the history of American business, during the \_\_\_\_\_, jobs became more specialized, increasing productivity and lowering costs and prices.   |  |  |  | | --- | --- | --- | |  | a. | entrepreneurship era | |  | b. | production era | |  | c. | marketing era | |  | d. | relationship era | |

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| 6. Nonprofit organizations:   |  |  |  | | --- | --- | --- | |  | a. | are usually in the business of financial gain. | |  | b. | do not contribute to a region's economic stability and growth. | |  | c. | account for more paid workers than the entire construction industry. | |  | d. | are not business-like establishments. | |

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| 7. In the context of factors of production, which of the following is an entrepreneurial "must"?   |  |  |  | | --- | --- | --- | |  | a. | Abundant availability of natural resources | |  | b. | Excess and strict government regulation | |  | c. | An increase in global trading | |  | d. | Protection from corruption | |

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| 8. Tornio, a steel company, imports iron ore from Marquette iron range in Michigan. In this scenario, the iron ore obtained by Tornio can be classified as \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | natural resources | |  | b. | man-made resources | |  | c. | human resources | |  | d. | capital resources | |

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| 9. A coal mining company has employed around 250 miners who work 8-hour shifts every day. In the context of factors of production, the miners can be classified as \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | capital | |  | b. | natural resources | |  | c. | entrepreneurs | |  | d. | human resources | |

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| 10. Twilight Glitters sells ornate diamond jewelry. The company obtains diamond ore from the Yakutia region of Russia. In this scenario, the ore obtained by Twilight Glitters can be classified as \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | human resources | |  | b. | capital resources | |  | c. | natural resources | |  | d. | man-made resources | |

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| 11. Verti, a North American country, engages in business with Jerg, a South American country. Verti imports agricultural products from Jerg, whereas Jerg outsources its technological operations to workers in Verti. The two nations are able to carry out these business transactions with minimal tax implications. The given scenario most likely exemplifies the concept of \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | free trade | |  | b. | e-commerce | |  | c. | deployment | |  | d. | internal audit | |

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| 12. Ryron Bank, a private bank, introduced Internet banking facilities for its customers after the government demonetized hundred dollar bills. Customers who were reluctant to use credit cards for their daily purchases were enthusiastic about this new option. In this context, which dimension of the business environment is affected the most?   |  |  |  | | --- | --- | --- | |  | a. | The social environment | |  | b. | The technological environment | |  | c. | The political environment | |  | d. | The global environment | |

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| 13. President Barack Obama spearheaded passage of a massive economic stimulus package, which was designed not only to create jobs but also to build infrastructure, with a focus on \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | reduced taxation | |  | b. | eliminating corruption | |  | c. | excessive regulation | |  | d. | renewable energy | |

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| 14. Spearhead Flight Academy uses flight simulation games to train its students in the basics of aviation. It uses these games to make its students more effective and efficient. In addition, it also offers six months of flight training. In this context, which of the following dimensions of the business environment is affected the most?   |  |  |  | | --- | --- | --- | |  | a. | The global environment | |  | b. | The economic environment | |  | c. | The social environment | |  | d. | The technological environment | |

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| 15. As life spans increase and birth rates decrease, the American population is rapidly aging. This may most likely lead to:   |  |  |  | | --- | --- | --- | |  | a. | an increase in taxes as state and federal governments stretch to serve the aging population. | |  | b. | a decline of companies in fields such as healthcare, pharmaceuticals, and financial management. | |  | c. | a decrease in competition among companies to recruit top talent. | |  | d. | an increase in the size of the consumer market. | |

**Answer Key**

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| 1. d |

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| 2. c |

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| 3. a |

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| 4. b |

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| 5. b |

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| 6. c |

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| 7. d |

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| 8. a |

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| 9. d |

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| 10. c |

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| 11. a |

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| 12. b |

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| 13. d |

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| 14. d |

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| 15. a |