

# Intelligent Business

## Unit 3 Strategy Review Questions from the Intermediate Coursebook

- 1) What are financial resources?
  - a) cash at the company's disposal
  - b) money that the company owes to financial institutions
  - c) payments that the company has to make every month
- 2) Which of the following refer to the future of business?
  - a) current trends
  - b) economic forecasts
  - c) trends
- 3) In a SWOT analysis, which of the following could refer to the 'W'?
  - a) Our company is alone in the market.
  - b) Other companies offer lower prices.
  - c) We cannot guarantee same day delivery.
- 4) What is retail?
  - a) supplying the stores
  - b) selling to the public
  - c) manufacturing goods
- 5) A threat is something that could ...?
  - a) endanger your business.
  - b) improve your business.
  - c) expand your business.
- 6) Which of the following describes an itinerary?
  - a) a detailed business plan
  - b) a schedule for an event or business trip
  - c) a list of the company's assets
- 7) A registration fee is a payment ...
  - a) to a delegate for attending a conference.
  - b) made when putting a delegate's name down for a conference.
  - c) from the government to companies arranging conferences.
- 8) What is a founder?
  - a) a person who runs a company
  - b) a person who sets up a company
  - c) a person who owns a company
- 9) What are a company's core attributes?
  - a) its biggest business markets
  - b) its basic product range
  - c) its main qualities
- 10) If your business strategy is acquisition-based, you concentrate on ...
  - a) buying.
  - b) selling.
  - c) advertising.

