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.