

# Intelligent Business

## Elementary Review Tests Unit 10: Competitors

1. What does competitive mean?
  - a) Helping companies to increase their market share.
  - b) Offering a better price than other companies.
  - c) Giving companies money to design new products
  
2. When companies ask their customers what they think, this is called\_\_\_\_\_
  - a) market place
  - b) market share
  - c) market research
  
3. People who put money into a company are:
  - a) investors
  - b) competitors
  - c) exporters
  
4. Which sentence is correct?
  - a) Currently the market expands.
  - b) We not increasing our prices at the moment.
  - c) He's having lunch with his bank manager today.
  
5. Bill is our new Management \_\_\_\_\_.
  - a) trainee
  - b) competitor
  - c) publicity
  
6. What does S.W.O.T analysis stand for?
  - a) Sales With Only Tax
  - b) Strengths Weaknesses Opportunities Threats
  - c) Sell Win Overview Trade
  
7. Doing a SWOT analysis.....
  - a) helps companies produce more goods.
  - b) helps companies identify their competitors
  - c) tells companies what their customers think.
  
8. At a conference: "What are you doing now?"
  - a) I work in Brazil.
  - b) I don't living in London any more.
  - c) I'm working on a big project in China.
  
9. "How are things?"
  - a) Well, thanks
  - b) Fine.
  - c) Good, and you?
  
10. On a factory tour:
  - a) "This is where we pack the goods ready for delivery."
  - b) "In this room we are usually checking the colour, but it's closed for repairs today.
  - c) "This is John. As you can see, he tastes the coffee to check the quality."

