

JA Company Program® (Pop-Up)

Post-Program: Survey

Please answer the following questions about your participation with this learning experience. The results of this survey are confidential and will only be used to compute an average level of knowledge gain and attitude responses for all students participating in this learning experience.

Please indicate the JA Area you are served by: _____

What are the first three letters of your **first** name? _____

What are the first three letters of your **last** name? _____

In what **month** were you born? _____

On what **day** of the **month** were you born? _____

What is the name of your teacher, volunteer, or instructor? _____

Please indicate your level of agreement with the following statements.

Because of my participation in this learning experience . . .	1 - Strongly disagree	2 - Mainly disagree	3 - Somewhat disagree	4 - Somewhat agree	5 - Mainly agree	6 - Strongly agree
I have more hope in my financial future.	☐	☐	☐	☐	☐	☐
I have more confidence that I can succeed in my future workplace.	☐	☐	☐	☐	☐	☐
I am more motivated to pursue my educational and/or career interests.	☐	☐	☐	☐	☐	☐
I can see more clearly how education will help me be successful in the future.	☐	☐	☐	☐	☐	☐
I know more about how to set personal financial goals for myself.	☐	☐	☐	☐	☐	☐
I know more about how to explore entrepreneurial possibilities.	☐	☐	☐	☐	☐	☐
I know more about how to explore potential careers.	☐	☐	☐	☐	☐	☐

Circle the best answer for each question.

1. What makes a pop-up business different than a traditional business?

- a. A pop-up business is only open for a limited amount of time.
- b. A pop-up business is exclusively operated online.
- c. A pop-up business is exclusively operated in person.
- d. A pop-up business is a kiosk store.

2. What does the acronym S.M.A.R.T. goal stand for?

- a. specific, maintainable, attractive, realistic, timely
- b. serious, maintainable, achievable, reviewed, timely
- c. specific, measurable, achievable, realistic, timeline
- d. serious, measurable, attractive, reviewed, timeline

3. What is the profit equation?

- a. $\text{Profit} = \text{Revenue} * \text{Expenses}$
- b. $\text{Profit} = \text{Revenue}$
- c. $\text{Profit} = \text{Revenue} / \text{Expenses}$
- d. $\text{Profit} = \text{Revenue} - \text{Expenses}$

4. Which business role is responsible for performing quality assurance checks on products?

- a. marketing
- b. sales
- c. finance
- d. all roles

5. The goal of the 4 P's of Marketing is to ____.

- a. create a timeline for the pop-up business to launch
- b. outline what you need to do to launch your pop-up business
- c. determine the main purpose of your business venture
- d. identify your target audience

6. Which of the following step(s) are part of the process in pricing your product?

- a. review your market research
- b. calculate your total expenses
- c. determine your total expected revenue
- d. all of the above

7. Which type of promotion includes hearing about a product from your friend?

- a. print
- b. digital
- c. word-of-mouth
- d. social media

8. Which is the best sales strategy to use for a confused customer wandering around your pop-up shop?

- a. Be proactive and approach them.
- b. Tell them a story.
- c. Be positive and optimistic they will find what they need.
- d. Say nothing and walk away.

9. What skill set do you need to implement for a dissatisfied customer?

- a. creativity
- b. customer care
- c. sales
- d. adaptability

10. What two things do you need to reconcile at the close of your pop-up business?

- a. marketing materials and inventory
- b. inventory and supplies
- c. cash and inventory
- d. supplies and cash