

JA Titan®

Quiz: Pre- and Post-Session Survey: Freestyle Exploration

Answer the following questions so we can match your surveys for this program.

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

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

On what **month** and **day** were you born? _____
MONTH DAY

Circle the best answer for each question.

1. What is the profit equation?

- a. Profit equals total costs minus total revenue.
- b. Profit equals total profit margin minus loss.
- c. Profit equals interests plus revenue.
- d. Profit equals total revenue minus total costs.

2. Companies need resources for short-term quarterly costs and long-term investments. One way to make wise decisions about allocating money for expenses is to _____.

- a. increase profit margins
- b. create a budget
- c. select a loan
- d. none of the above

3. After making decisions regarding expenses in each company department, the next step in the budgeting process is to _____.

- a. commit to each of those decisions
- b. calculate the standard deviation for each department
- c. revisit the overall budget and evaluate possible trade-offs
- d. none of the above

4. How can you identify which new smartphone features will most likely appeal to potential customers to increase profits?

- a. through the production department
- b. through advertising
- c. through market research
- d. through corporate social responsibility (CSR)

5. How can companies find out what features potential customers want in a product?

- a. by conducting market research
- b. by making good guesses
- c. by taking out a loan
- d. by producing more products

6. How can companies use a budget?

- a. to monitor income
- b. to track expenses
- c. to monitor cash on hand
- d. all of the above