

JA Titan®

Quiz: Pre- and Post-Session Survey: Presenting the JA Titan of Business

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. **How can a company identify customers and their preferred phone features in an effort to increase profitability?**
 - a. take out a loan
 - b. increase the research & development budget
 - c. conduct market research
 - d. increase the marketing and sales budget
2. **When you produce more phones than the market demands, you incur a cost because you now have _____.**
 - a. a profit margin
 - b. inventory
 - c. a nonstandard deviation
 - d. a loss
3. **The company that _____ will have the highest profit.**
 - a. maximizes costs and maximizes revenue
 - b. minimizes revenue and minimizes costs
 - c. maximizes revenue and minimizes costs
 - d. maximizes costs and minimizes revenue

4. A company is constrained by limited resources_____.

- a. when its profit margin is greater than its profit loss
- b. always
- c. never
- d. when the profit margin is at the breakeven point

5. What is a likely consequence of focusing all of a company's resources into one department?

- a. It will require unintended trade-offs from other departments.
- b. It will require higher than average interest rates.
- c. It will require the company to lower the price of its product.
- d. It will require investment in innovation.

6. What is one reason companies invest in corporate social responsibility (CSR)?

- a. It may make their company and products more appealing to the market and may attract buyers.
- b. It may lead to further innovation, making the products more appealing to the market, and it may attract buyers.
- c. It ensures more income from potential customers.
- d. It guarantees future business relationships with other socially-minded organizations.

7. Why is profit important?

- a. A company cannot remain in business if it is not profitable.
- b. Being profitable is essential for offering a future IPO.
- c. Being profitable increases your marketing.
- d. Being profitable leads to innovation.

8. Why would a company identify new phone features to develop?

- a. to improve its credit rating
- b. to improve its projections
- c. to refresh its advertising
- d. to differentiate

- 9. You have a limited R&D budget, so you don't want to spend money on new features unless your customers will want them. What do you do?**
- a. decrease production
 - b. conduct market research
 - c. increase production
 - d. remove any limit on R&D spending
- 10. Which factor should be considered following an event that affects an entire industry?**
- a. market share
 - b. research time
 - c. production costs
 - d. all of the above
- 11. When overseeing your company's budget, it is important to return to your overall budget after determining the spending for each department in order to ____.**
- a. understand your total financial situation
 - b. reduce your spending
 - c. focus on your expenses
 - d. increase your spending