



PRE-TEST

ID: _____

Please read each question and circle the answers below. If you are younger than 11 years old, please skip to question 21.

Have you previously participated in 4-H Entrepreneurs? yes / no

1. How do you describe someone who organizes, manages, and takes on the risks of a business?

- a. Lender
- b. Loan Officer
- c. Chief Executive Officer
- d. Entrepreneur
- e. I don't know

2. Setting goals is an important first step toward creating a business.

- a. True
- b. False
- c. I don't know

3. Expenses are the costs required to run a business.

- a. True
- b. False
- c. I don't know

4. The first step in the design process is to create a prototype.

- a. True
- b. False
- c. I don't know

5. Which of the following is a reason to create a new prototype?

- a. The product does not meet the customer's need
- b. A friend or family member has provided constructive feedback
- c. A new material would improve the quality of the prototype
- d. All of the above
- e. I don't know

6. Gross Income is the amount of money earned after subtracting the costs of the business.

- a. True
- b. False
- c. I don't know



7. Fixed Expenses are the costs of producing goods or services.
- True
 - False
 - I don't know
8. Which of the following best describes revenue?
- A company's costs to operate
 - The money a company earns by selling products or services
 - The money left over after a company pays taxes or operating expenses
 - Income that is exactly equal to expenses
 - I don't know
9. If you are under the age of 18 and operate a seasonal business you are not required to obtain a business license.
- True
 - False
 - I don't know
10. Business value is equal to _____ minus _____
- Gross income minus net income
 - Assets minus liabilities
 - Investments minus cash flow
 - Debt minus fixed expenses
 - I don't know
11. Which of the following is considered during production and manufacturing?
- Skills to sustain customer relationships
 - Number of products needed
 - What products competitors will be selling
 - Non-Operating revenue
 - I don't know
12. Copying a well-known brand is a good way to get a head start on branding and advertising.
- True
 - False
 - I don't know



13. Marketing is everything a business does to attract customers.
 - a. True
 - b. False
 - c. I don't know

14. What is a target market?
 - a. The audience who sees all marketing and advertising
 - b. The particular group of consumers to which a business plans to sell its products
 - c. Consumers who own stocks and can provide advice
 - d. All of the above
 - e. I don't know

15. The name of a business should be creative, original, and easy to understand.
 - a. True
 - b. False
 - c. I don't know

16. How do you provide good customer service?
 - a. Build relationships of trust
 - b. Understand your customer's needs
 - c. Sustain customer relationships
 - d. All of the above
 - e. I don't know

17. Building a relationship of trust with your customers is important.
 - a. True
 - b. False
 - c. I don't know

18. Most of the time a customer will purchase a product without being asked to buy it.
 - a. True
 - b. False
 - c. I don't know



19. Which of the following is a good way to launch your business?

- a. Create products and customers will find them naturally
- b. Partner with local businesses to sell your product in their locations
- c. Work on a new iteration of a mid-fidelity prototype
- d. Work as an employee at a local business
- e. I don't know

20. Communicating with your target audience can help:

- a. Prevent trademark infringement
- b. Create a business logo design
- c. Generate word-of-mouth sales
- d. Calculate the value of a business
- e. I don't know

How confident are you in performing the following skills? Please be careful to read each statement and respond accordingly.

Currently, how confident are you...

	Not confident at all	Slightly confident	Moderately Confident	Very Confident	Extremely Confident	I don't know
21. In setting goals for your business?						
22. In creating a prototype of an original product or service?						
23. In creating a business budget?						
24. In creating a business plan?						
25. In finding money to start your business?						
26. In manufacturing a product and/or service?						
27. In creating a brand for your business?						
28. In successfully running your business?						



29. What grade are you in?

- a. 3rd - 5th
- b. 6th - 8th
- c. 9th - 12th

30. Which of the following best describes you? (Circle ALL that apply)

- a. White
- b. Black or African American
- c. American Indian or Alaska Native
- d. Asian
- e. Native Hawaiian or Pacific Islander
- f. Other

31. Which of the following best describes you? (Circle ALL that apply)

- a. Male
 - b. Female
 - c. Non-binary/third gender
 - d. Prefer not to say
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