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# *EVALUATION QUESTIONNAIRE*



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## BLOCK 4: BUSINESS

### 1. What is the main characteristic of a successful entrepreneur?

- a) Risk aversion
- b) Strong creativity and innovation
- c) Following only traditional business practices
- d) Lack of planning

### 2. Which of the following is an essential skill for effective business leadership?

- a) Ability to make decisions based solely on personal intuition
- b) Strategic vision and adaptability
- c) Avoiding feedback from team members
- d) Focusing only on short-term goals

### 3. Which stage in entrepreneurship focuses on developing and testing a business idea?

- a) Consolidation and growth
- b) Start-up phase
- c) Business idea stage
- d) Market expansion phase

### 4. In financial management, what is the primary purpose of monitoring liquidity?

- a) To track employee performance
- b) To ensure that the company can meet its financial obligations
- c) To optimize marketing strategies
- d) To identify potential customers



**5. Which of the following is an example of a branding campaign?**

- a) Launching a time-limited discount for a specific product
- b) Reworking a company's visual identity and logo
- c) Launching an entirely new brand to the market
- d) Introducing a new customer service model

**6. Which of the following best describes a CRM system?**

- a) A tool to manage customer relationships and sales processes
- b) A system for financial reporting and forecasting
- c) A software to manage employee training programs
- d) A tool to track marketing campaigns

**7. What is the main goal of time management in business?**

- a) Juggling multiple tasks at the same time
- b) Focusing only on long-term goals
- c) Maximizing productivity by efficiently allocating time
- d) Avoiding prioritizing tasks

**8. What is a key function of human resources management?**

- a) Market analysis and business expansion
- b) Managing employee recruitment and performance appraisal
- c) Setting long-term financial strategies
- d) Overseeing customer satisfaction surveys

**9. What is the purpose of rebranding in marketing?**

- a) To launch a new product
- b) To refresh the company's image and attract a new audience
- c) To improve employee satisfaction



- d) To expand into new international markets

**10. Which tool is commonly used to plan and track projects within a company?**

- a) ERP software
- b) Financial management software
- c) Customer Relationship Management (CRM)
- d) Project management software (e.g., Trello, Asana)

**11. What is the primary objective of strategic management?**

- a) To allocate resources effectively toward long-term company goals
- b) To focus solely on day-to-day operations
- c) To reduce employee turnover
- d) To launch short-term marketing campaigns

**12. What is the main benefit of effective networking in business?**

- a) Increased employee satisfaction
- b) Better market positioning through strategic contacts
- c) Reducing the number of competitors
- d) Gaining short-term profits

**13. In leadership, which of the following is essential for motivating employees?**

- a) Recognizing achievements and providing growth opportunities
- b) Ignoring their feedback
- c) Delegating all decision-making to subordinates
- d) Focusing on technical skills only

**14. Which of the following is an example of customer service?**

- a) Managing the company's Budget



- b) Providing timely support to customers post-purchase
- c) Conducting employee training
- d) Developing a new product line

### **15. What role does innovation play in modern businesses?**

- a) It allows companies to reduce employee numbers
- b) It minimizes risk-taking and creativity
- c) It discourages technological advancement
- d) It helps improve efficiency and competitiveness in a dynamic market



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# *SOLUTIONS*



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## BLOCK 4: BUSINESS

1. B
2. B
3. C
4. B
5. C
6. A
7. C
8. B
9. B
10. D
11. A
12. B
13. A
14. B
15. D



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