Package Title: Clickers
Course Title: Boone, Kurtz, Khan, Canzer, Contemporary Business, Third Canadian Edition
Chapter Number: 01

Question type: Multiple Choice

1) Which one of the following is **not** a factor of production?

a) Natural resources
b) Capital
c) Human resources
d) Profit

Answer: d

2) Microsoft is hoping to head off a new threat from Google's Documents and Spreadsheets, a set of free Web based software tools that Google hopes also to make available offline. That capability would make Google's office productivity programs a direct challenge to Microsoft's Word and Excel programs, for which users usually pay hundreds of dollars. This is an example of

a) Competitive differentiation.
b) Strategic alliance.
c) Relationship marketing.
d) The European factor.

Answer: a

3) Which one of the following statements concerning not-for-profit organizations is incorrect?

a) They operate only in the public sector
b) They have primary goals other than returning profits to their owners
c) They place public service above profits
d) They operate to achieve social goals

Answer: a

4) __________ refers to the standards of conduct and moral values involving decisions made in the work environment.

a) Social responsibility
b) Personal beliefs
c) Company rules
d) Business ethics

Answer: d

5) Consumer Orientation was developed during which era?

a) Production era
b) Marketing era
c) Relationship era
d) Colonial period

Answer: b

6) For capitalism to operate effectively, the citizens of a private enterprise economy must have certain rights. Which of the following would NOT be considered part of the Private Enterprise System?

a) Private property
b) Profits
c) The Age of Industrial Entrepreneurs
d) Competition

Answer: c

7) A partnership formed to create a competitive advantage for the business involved is an example of

a) Branding
b) A strategic alliance
c) Relationship management
d) Co-marketing

Answer: b

8) When managers think about a process of deciding what consumers want and need first, and then design products to meet those needs, they are developing:

a) A customer orientation

b) Transaction management
c) Relationship management
d) A brand

Answer: a

9) The Internet has made possible another business tool for staffing flexibility: __________, or using outside vendors to produce goods or fulfill services and functions that were previously handled in-house or in-country.

a) Outsourcing
b) Offshoring
c) Nearshored
d) Partnered

Answer: a

10) The collection of activities that build and maintain ongoing, mutually beneficial ties with customers is referred to as:

a) Strategic alliances
b) Relationship management
c) Transaction management
d) Branding

Answer: b

11) People in the workforce born from 1965 to 1981 are referred to as:

a) Baby boomers
b) Generation X
c) Generation Y
d) Generation Z

Answer: b

12) The greatest source of Canadian immigration is from:

a) India
b) United Kingdom
c) China
d) Philippines

Answer: d

13) The ability to analyze and assess information to pinpoint problems or opportunities is called:

a) Creativity
b) Original thinking
c) Critical thinking
d) Business analysis

Answer: c

14) Factors that require organizational change can come from both external and internal sources. Which one of the following is an INTERNAL source?

a) Feedback from customers
b) Economic trends
c) New technologies
d) Labour union demands

Answer: d

15) Technology, tools, information, and physical facilities are all examples of:
a) Natural resources
b) Capitalism
c) Capital
d) Entrepreneurship

Answer: c