

Name

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Chapter 01 - The Entrepreneurial Life

The Entrepreneurial Life

1. The universally accepted definition of the term *small business* is based on the number of people employed by the firm.

- a. True
- b. False

ANSWER:

False

2. There is no single definition of *entrepreneurship*.

- a. True
- b. False

ANSWER:

True

3. An entrepreneur who bootstraps would resort to bartering or using a personal credit card.

- a. True
- b. False

ANSWER:

True

4. Entrepreneurs should avoid hiring mediocre people.

- a. True
- b. False

ANSWER:

True

5. Research departments of big businesses tend to focus on innovating and creating new products.

- a. True
- b. False

ANSWER:

False

6. Managers who buy out founders of existing firms may be classified as entrepreneurs.

- a. True
- b. False

ANSWER:

True

7. Franchisees have limited power because they have a contract and relationship with a franchising organization.

- a. True
- b. False

ANSWER:

True

8. An entrepreneurial team consists of the owner, the financier, and one key employee.

- a. True
- b. False

ANSWER:

False

9. The mission of XYZ Company is to reduce landfill waste by recycling plastic containers into other useful products. XYZ Company is a social entrepreneur.

- a. True

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b. False

ANSWER: True

10. The starting point of any competitive advantage is having a commitment to integrity.

a. True

b. False

ANSWER: True

11. Josie's position was eliminated when the company moved its operations to another state, so she started her own business. Josie is a reluctant entrepreneur.

a. True

b. False

ANSWER: True

12. One of the richest rewards of owning a small business comes from offering goods or services that improve the lives of customers.

a. True

b. False

ANSWER: True

13. Xavier had many ideas about new products, but no one in his corporation seemed interested. So Xavier left and founded his own company to create these new products. Xavier is a corporate refugee.

a. True

b. False

ANSWER: True

14. The primary motivation for owning your own business should be to make as much money as possible.

a. True

b. False

ANSWER: False

15. Most entrepreneurs work shorter hours in their own businesses than they did when working for someone else because they have no boss to report to.

a. True

b. False

ANSWER: False

16. Self-employed individuals are less likely to create greater personal wealth than persons who work for others.

a. True

b. False

ANSWER: False

17. According to Stephen Covey, if we want to make important changes in our lives, we need to change from the inside-out.

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- a. True
- b. False

ANSWER: True

18. The entrepreneur personality examines *why* a business does what it does.

- a. True
- b. False

ANSWER: False

19. Small businesses have a greater potential to provide good customer service than larger firms do.

- a. True
- b. False

ANSWER: True

20. An entrepreneurial legacy is limited to the tangible assets of the business.

- a. True
- b. False

ANSWER: False

21. Small enterprises hire 43 percent of all _____ employees.

- a. high-tech
- b. male
- c. medical
- d. female

ANSWER: a

22. Which of the following types of small businesses makes up the largest sector of the U.S. economy?

- a. High-potential ventures
- b. Gazelles
- c. Lifestyle businesses
- d. Attractive small firms

ANSWER: c

23. Which of the following has helped level the playing field for small firms competing with larger companies?

- a. Quality performance
- b. Customer focus
- c. Financial services
- d. Innovation

ANSWER: d

24. A paradigm shift is

- a. when you move capital.

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- b. a change in opportunity.
- c. a change in how we fundamentally see a situation.
- d. a reorganization of a company.

ANSWER:

c

25. Adam has contracted with about a third of the dozens of artisans in his town in the mountains of South Carolina. His reputation has grown; he now believes the sky's the limit for this website design and maintenance business. What kind of small business does Adam have?

- a. Lifestyle business
- b. Microbusiness
- c. High-potential venture
- d. Attractive small firm

ANSWER:

c

26. Small businesses that have great prospects for growth are called

- a. gorillas.
- b. antelopes.
- c. jaguars.
- d. gazelles.

ANSWER:

d

27. Which of the following is NOT one of the four stages of the entrepreneurial process?

- a. Harvesting the business
- b. Analyzing the industry
- c. Identifying an attractive opportunity
- d. Acquiring the critical resources needed for growing the business

ANSWER:

b

28. A firm that provides substantial profits to its owner is called a(n)

- a. franchise.
- b. high-potential venture.
- c. attractive small firm.
- d. lifestyle business.

ANSWER:

c

29. Bailey works as a self-employed golf pro at the local country club, allowing him to spend more time with his young family. He'll never earn much, but he and his family are happy. Which type of small business does Bailey have?

- a. Gazelle
- b. Attractive small firm
- c. High-potential venture
- d. Lifestyle business

ANSWER:

d

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30. Carmen operates a franchise tanning salon. Negative publicity about the effects of tanning has diminished her ability to grow the business. Carmen has a(n)

- a. high-potential venture.
- b. attractive small firm.
- c. gazelle.
- d. microbusiness.

ANSWER: d

31. Which of the following best fits the definition of a small business?

- a. A manufacturer with 75 investors
- b. A hardware store franchise with 20 employees
- c. A fast-food franchise with locations in three states
- d. All of these are correct.

ANSWER: b

32. Using the criteria in the text to define a small business, Table Occasions will NOT be considered a small business once the company

- a. is financed by three individuals.
- b. has sales greater than 20% of other firms in the industry.
- c. is operating in numerous states.
- d. has 50 employees.

ANSWER: c

33. Devon believes now is the time to launch his welding business because the only competitor has just announced his retirement. Devon is in which state of entrepreneurship?

- a. Identifying an attractive opportunity
- b. Executing the plan
- c. Acquiring the critical resources needed for growing the business
- d. Harvesting the business

ANSWER: a

34. In a small business, there is no more important issue than

- a. making a profit.
- b. efficiently managing resources.
- c. exploiting opportunities.
- d. scaling the business.

ANSWER: b

35. Francesca convinced her aunt to invest in her day spa in exchange for a percentage of the profits. Francesca is

- a. taking advantage of her aunt.
- b. capitalizing on an opportunity.
- c. conserving her own resources.

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- d. bootstrapping.

ANSWER:

d

36. Geraldo often would rather go fishing than work his business. According to Stephen Spinelli and Robert Adams, which entrepreneurial characteristics does Geraldo lack?

- a. Commitment
- b. Courage
- c. Creativity
- d. Tolerance of risk

ANSWER:

a

37. Which of the following is an almost certain way to fail as an entrepreneur?

- a. Overestimate what you can do.
- b. Tolerate uncertainty.
- c. Share ownership in the business in an equitable way.
- d. Focus on a niche market.

ANSWER:

a

38. Henry is well respected by his employees. He has the ability to self-motivate and team-build with a focus on honesty in business relationships. What attribute does Henry display?

- a. Determination
- b. Leadership abilities
- c. Tolerance of risk
- d. Motivation to excel

ANSWER:

b

39. Isabella overheard her customers discussing their desire for more baked treats suitable for diabetics. Immediately, she added sugar-free items to her inventory. Isabella has strong

- a. creativity.
- b. leadership abilities.
- c. opportunity obsession.
- d. tolerance of risk.

ANSWER:

c

40. Jasper is so convinced he will succeed that he has mortgaged his home, maxed out his credit cards, and borrowed from his retirement savings to finance his business. Jasper is high in

- a. commitment.
- b. leadership abilities.
- c. creativity.
- d. tolerance of risk.

ANSWER:

d

41. Kevin developed a clever marketing campaign that increased his sales by 48%. Kevin is high in

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- a. commitment.
- b. leadership abilities.
- c. creativity.
- d. tolerance of risk.

ANSWER:

c

42. Lance has set for his business the goal of increasing revenues by 20% and profits by 15% by the end of the year. Lance is likely high in

- a. tolerance of risk.
- b. opportunity obsession.
- c. leadership abilities.
- d. motivation to excel.

ANSWER:

d

43. Martina expected to build her direct sales business to the point that she could quit her day job after six months. Five months later, she barely has any customers. Martina

- a. has overestimated what she can do.
- b. knows her market well.
- c. is a domineering manager.
- d. should take on a partner.

ANSWER:

a

44. Natalie enjoyed yarn crafts so she opened a yarn and craft store in her small town. Sales have been dismal; few people visit her store. Which of the following mistakes did Natalie make?

- a. She overestimated what she could do.
- b. She lacked an understanding of the market.
- c. She hired mediocre people.
- d. She failed to share ownership in the business in an equitable way.

ANSWER:

b

45. Oscar wants everything in his restaurant to be perfect so he points out every little mistake his servers make. He has high turnover among his staff. Which of the following best explains why?

- a. Oscar is a domineering manager.
- b. Oscar is not a team player.
- c. Oscar lacks tolerance of risk.
- d. Oscar lacks an understanding of his market.

ANSWER:

a

46. Which of the following is the foundation of all relationships, including those in business?

- a. Trust
- b. Tolerance
- c. Quality performance

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- d. Acceptance

ANSWER:

a

47. An entrepreneur's success generally arises from all of the following EXCEPT

- a. having a desire to lead.
- b. having a clear mission.
- c. discounting ideas from others to improve products.
- d. recognizing that business success requires hard work and long hours.

ANSWER:

c

48. Raold operates a fast-food restaurant. He is under contract to the organization under whose name he does business. The contract limits what Raold can do with his business. Raold is a

- a. franchisor.
- b. franchisee.
- c. contract employee.
- d. partner in a limited liability company (LLC).

ANSWER:

b

49. Bill Gates and Steve Ballmer, founders of Microsoft, would be considered

- a. franchisors.
- b. franchisees.
- c. an entrepreneurial team.
- d. sole proprietors.

ANSWER:

c

50. Sabrina has figured out how to recycle clear plastic bottles into woven fabric and has launched a new business. Sabrina is

- a. an entrepreneurial team member.
- b. a social entrepreneur.
- c. risk averse.
- d. a franchisee.

ANSWER:

b

51. Sally, a single mother, opened a florist shop to support her family after losing her job in a corporate layoff. She is a(n)

- a. social entrepreneur.
- b. corporate refugee.
- c. reluctant entrepreneur.
- d. independent refugee.

ANSWER:

c

52. When a Fortune 500 business lays off workers, some displaced employees may decide to start their own businesses. They are best described as

- a. corporate refugees.

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- b. welfare profiteers.
- c. corporate entrepreneurs.
- d. reluctant entrepreneurs.

ANSWER:

d

53. Tatiana was laid off from her manufacturing job and, in desperation, launched a business providing transportation services for the nondrivers in her community. We would classify Tatiana as a

- a. social entrepreneur.
- b. creative entrepreneur.
- c. corporate refugee.
- d. reluctant entrepreneur.

ANSWER:

d

54. The daughter of the owner of a large business disliked her father's criticism and eventually decided to quit the family business and start her own business. The daughter is a

- a. corporate opportunist.
- b. gazelle.
- c. reluctant entrepreneur.
- d. corporate refugee.

ANSWER:

d

55. Ursula works within a large corporation. Her job is to take ideas and turn them into profitable products for the business. Ursula is a(n)

- a. social entrepreneur.
- b. reluctant entrepreneur.
- c. corporate refugee.
- d. intrapreneur.

ANSWER:

d

56. Lydia works as a senior network administrator and is dissatisfied with the stifling bureaucratic environment of her job. She is considering venturing out on her own as a consultant. If she carries through with her intentions, she would be considered a(n)

- a. corporate pariah.
- b. entrepreneurial dilettante.
- c. bureaucratic emigrant.
- d. corporate refugee.

ANSWER:

d

57. Michael owns a dry-cleaning business. He is planning to retire at the end of the year and his son, Bryant, will take over the business. Bryant is a(n)

- a. intrapreneur.
- b. corporate refugee.
- c. franchisee.

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- d. second-stage entrepreneur.

ANSWER:

d

58. Vincent's business has grown; he now employs 14 people. He enjoys teaching new employees the skills they need to make his products. One of Vincent's reasons for being in business for himself is

- a. personal satisfaction.
- b. independence.
- c. financial rewards.
- d. being the best he can be.

ANSWER:

a

59. A Harris poll inquiring into the reasons that entrepreneurs give for owning a company found that the number-one reason is to

- a. fill a niche.
- b. improve financial well-being.
- c. be the boss.
- d. follow a passion.

ANSWER:

b

60. Which of the following is NOT a characteristic of the entrepreneur personality?

- a. Delegates authority
- b. Sees the business as a system
- c. Asks how the business must work
- d. Visualizes the future

ANSWER:

a

61. Valerie has been described as a "free spirit." She has tolerated but seldom appreciated parental, academic, or even job authority. The factor most likely to lure her to entrepreneurship is

- a. profit opportunities.
- b. freedom to operate independently.
- c. enjoyment of doing what she likes to do.
- d. satisfaction in serving the community through the business.

ANSWER:

b

62. Walter wanted to be able to make decisions about issues that directly affected his department; however, in his corporation, the managers made all the decisions. So Walter left the corporation and started his own firm. Walter was looking for

- a. personal fulfillment.
- b. personal satisfaction.
- c. independence.
- d. financial rewards.

ANSWER:

c

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63. Many entrepreneurs are highly motivated by the prospect of

- a. an easy life.
- b. making money.
- c. freedom from long hours.
- d. job security.

ANSWER:

b

64. A corporate manager chafes under red tape and bureaucratic regulations until finally deciding to start a separate business. The apparent reward he seeks is

- a. community service.
- b. a satisfying way of life.
- c. independence.
- d. the satisfaction of working with people.

ANSWER:

c

65. Xavier believed his labor was only making others rich while he struggled from paycheck to paycheck. He started his own small business and now labors only for himself. Xavier's motivation is

- a. personal fulfillment.
- b. personal satisfaction.
- c. independence.
- d. financial rewards.

ANSWER:

d

66. Zelda worked for years in a medical clinic as a biller and coder. Now she operates her own billing service for several doctors. Zelda has a(n) _____ personality.

- a. technician
- b. manager
- c. entrepreneur
- d. artisan

ANSWER:

a

67. Although Abner started the business by making his own product, his greater talent is planning for the future and preparing the business for growth. Abner has a(n) _____ personality.

- a. technician
- b. manager
- c. entrepreneur
- d. opportunistic

ANSWER:

b

68. Ben seems to have the Midas touch. He can recognize opportunity where others see only problems. His focus is on providing results for customers. Ben has a(n) _____ personality.

- a. technician
- b. manager

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- c. entrepreneur
- d. opportunistic

ANSWER:

c

69. Calvin knew his small local hardware store could not compete on price with the big-box discounters so he began offering classes for new homeowners and found other ways to provide services the bigger stores don't. Calvin's competitive edge is

- a. customer focus.
- b. quality performance.
- c. innovation.
- d. niche markets.

ANSWER:

a

70. Darlene was disappointed with mass-produced children's clothing that fell apart after a couple washings, so she and her few employees began making garments that would hold together until they were outgrown. Darlene's competitive edge is

- a. customer focus.
- b. quality performance.
- c. niche markets.
- d. integrity and responsibility.

ANSWER:

b

71. Legend holds that Abraham Lincoln walked miles to return two cents change to a customer. His actions demonstrate

- a. customer focus.
- b. quality performance.
- c. integrity and responsibility.
- d. social entrepreneurship.

ANSWER:

c

72. Entrepreneurs are more likely than large companies to capitalize on innovations because

- a. entrepreneurs have more time to be creative.
- b. larger corporations must satisfy stockholders and cannot take risks.
- c. entrepreneurs are more likely to find grants for research.
- d. research departments of big businesses tend to focus on improving existing products.

ANSWER:

d

73. Evelyn opened a small boutique catering to a very narrowly defined target market. Evelyn's competitive edge is

- a. the niche market.
- b. customer focus.
- c. quality performance.
- d. innovation.

ANSWER:

a

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74. Flora built her business from two employees to more than 2,000 during her 30 years in business. She was able to endow a scholarship fund to the community college and to leave her children a perpetual income. We call this her

- a. corporate responsibility.
- b. social mission.
- c. good citizenship.
- d. entrepreneurial legacy.

ANSWER:

d

75. Garner places great emphasis on operating his business to the highest standards of honesty and ethics. Garner likely believes

- a. the end justifies the means.
- b. how you achieve is as important as what you achieve.
- c. the customer is always right.
- d. good guys finish last.

ANSWER:

b

76. The material assets and intangible qualities passed on to both heirs and society make up an entrepreneur's

- a. mission.
- b. personality.
- c. history.
- d. legacy.

ANSWER:

d

77. Discuss similarities and differences of entrepreneurs and small business owners.

ANSWER: An entrepreneur pursues opportunities in either a new or existing business to create value, while assuming both the risks and the rewards for his or her efforts. Depending on the size of his/her business, an entrepreneur may also be a small business owner in that a generalized definition of a small business is one with geographically localized operations, fewer than 100 employees, and equity financing provided by no more than a few individuals. With proper application of entrepreneurial principles, a small business owner may actually grow his or her company enough to be larger than this definition.

78. Explain the nature of and differences among microbusinesses, attractive small firms, and high-potential ventures.

ANSWER: Microbusinesses are small firms that provide minimal profits to their owners. Attractive small firms offer substantial financial rewards for their owners, where profits may grow into the millions or even tens of millions of dollars. They also can provide rewarding careers for employees. High-potential ventures (also called gazelles) are businesses with phenomenal prospects for growth. These firms are usually high tech, with the potential to change how people live.

79. List and briefly describe the four stages of the entrepreneurial process.

ANSWER: From beginning to end, entrepreneurship involves four stages.

1. *Identifying an attractive opportunity.* An opportunity is more than merely having a good idea. Real opportunities should be market driven, offering customers a product or service that is so appealing that they are willing to let go of their hard-earned money to buy it.
2. *Acquiring the critical resources needed for growing the business.* In a small business, there is no

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more important issue than efficiently managing resources. Thus, learning how to think about resources may mean the difference between success and failure. When entrepreneurs think about resources, they should not just think about money. It is important to also understand the following:

- Entrepreneurs find ways to do more with less when it comes to resources.
 - Critical resources include more than money, such as the right management team, the right partners, and access to the right assets, such as inventory and equipment.
 - Entrepreneurs sometimes must bootstrap, such as resorting to bartering, generating income from other sources, or using a personal credit card.
3. *Executing the plan.* The entrepreneur must now scale the business to make it economically attractive. Among other things, the entrepreneur will need to know how the firm will make money, support growth, and create barriers to entry to keep the competition away.
 4. *Harvesting the business.* At some point, an entrepreneur must think about exiting the business to capture the value that he or she has created over the years. This can happen by passing the business on to the next generation in the family, by selling the company to other investors, or in a few rare instances, by issuing the company's stock to the public.

80. List and briefly explain the seven "desirable and acquirable attitudes and behaviors" found in Spinelli's and Adams' research on entrepreneurial characteristics.

- ANSWER:
1. *Leadership abilities*—The ability to self-motivate and team-build with a focus on honesty in business relationships.
 2. *Opportunity obsession*—A keen awareness of the market and customer needs.
 3. *Commitment and determination*—Tenacity, decisiveness, and persistence in problem solving.
 4. *Motivation to excel*—Goal-orientation and awareness of weaknesses.
 5. *Courage*—Strong moral convictions and a willingness to experiment.
 6. *Tolerance of risk, ambiguity, and uncertainty*—The ability to take risks and to minimize them, as well as to tolerate uncertainty.
 7. *Creativity, self-reliance, and adaptability*—Open-mindedness, resilience, and a quickness to learn.

81. Identify the six attitudes and behaviors entrepreneurs should avoid. For each, explain the likely result of engaging in that behavior or holding that attitude. (Simply saying "the business will likely fail" is insufficient.)

- ANSWER:
1. *Overestimate what you can do.* Those who take on too much will find they do not have enough time to perform well in each activity. Something promised may not happen, upsetting customers and/or employees. Setting goals too high and then failing to meet them can be discouraging to the entrepreneur and disappointing to other stakeholders.
 2. *Lack an understanding of the market.* This can lead to an overestimation of revenues and overspending, resulting in cash flow problems. Customers will purchase only those products and services that meet their needs.
 3. *Hire mediocre people.* Customers delight in stellar customer service and better-than-expected products. Mediocre people turn out mediocre work, which can disappoint customers and cause them to make their next purchases from a competitor.
 4. *Fail to be a team player.* Employees do not enjoy working for prima donnas. Building a business requires commitment from everyone in the organization, including the entrepreneur. Failure to be a team player can drive away the best employees, leaving the entrepreneur with the mediocre workers.
 5. *Be a domineering manager.* It is very easy for the founder to become a micromanager. But the founder must accept that his or her solution is not the only good one. Employees also have good ideas that deserve to be heard. Dominating employees can drive them to the competition, leaving again only the mediocre workers.

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6. *Fail to share ownership in the business in an equitable way.* Those who do the work should reap the rewards. These rewards need not be in the form of stock or partnerships, but some generous recognition of the contribution of key employees is necessary to retain the best.

82. Explain what social entrepreneurship is. Give an example of a social entrepreneur.

ANSWER: Social entrepreneurship is entrepreneurial activity whose goal is to find innovative solutions to social needs, problems, and opportunities.

Students' examples of social entrepreneurs will vary. One example that may be listed would be a company that produces non-disposable products to replace paper or plastic, then donates some of their profits to activities that improve the lives of people in underdeveloped countries.

83. Identify and explain the four fundamental reasons entrepreneurs own their own businesses.

ANSWER:

1. *Personal fulfillment.* Persons who feel the need to contribute to make a difference in their community by giving back are drawn to entrepreneurship because of this reward.
2. *Personal satisfaction.* The lifestyle provided by some independent business ventures is inherently enjoyable.
3. *Independence.* This reward involves a desire to be one's own boss and avoid having others tell one what to do.
4. *Financial rewards.* Many entrepreneurs are highly motivated by the prospect of making money, and in fact, some entrepreneurs earn lots of money. In general, self-employed individuals are more likely to create greater personal wealth than persons who work for others.

84. Briefly summarize the three types of personalities that come into play when a person is starting a business.

ANSWER: In his book, *The E-Myth Revisited: Why Most Businesses Don't Work and What to Do about It*, Michael Gerber describes three personalities that come into play when a person is starting a business:

1. *The technician personality.* A technician personality focuses on an already developed technical skill, wants to be left alone to get the job done, and is primarily concerned about the present. A technical personality tends to do the following:
 - Use short-term thinking with little planning for future growth or change.
 - Be paternalistic.
 - Define marketing strategy in terms of the traditional components of price, quality, and company reputation.
 - Be reluctant to delegate.
 - Focus on sales efforts that are primarily personal.
2. *The manager personality.* A manager personality is pragmatic and likes order and planning operations. A manager personality tends to do the following:
 - Avoid paternalism.
 - Delegate authority as necessary for growth.
 - Employ diverse marketing strategies.
 - Use different types of sales approaches.
 - Obtain original financing from more than two sources.
3. *The entrepreneur personality.* An entrepreneur personality focuses on the business and providing results for the customer. An entrepreneurial personality tends to do the following:

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- Ask the question, "How must the business work?"
- See the business as a system for producing outside results for the customer and, in so doing, producing profits.
- Start with a picture of a well-defined future, and then attempt to change the present to match the vision.
- Develop strategies for the business by first seeing the whole picture.

85. Explain how a small business can be more innovative than a large firm.

ANSWER: Research departments of big businesses tend to focus on improving existing products. Creative ideas may be sidetracked because they are not related to existing products or because they are unusual. Smaller companies do not have these disadvantages.

Match the term with its definition.

- a. attractive small firm
- b. corporate refugee
- c. entrepreneur personality
- d. high-potential venture (gazelle)
- e. manager personality
- f. microbusiness
- g. niche market
- h. reluctant entrepreneur
- i. social entrepreneurship
- j. technician personality

86. A person who becomes an entrepreneur to escape an undesirable job situation

ANSWER: b

87. A personality that is pragmatic and likes order and planning operations

ANSWER: e

88. A personality that focuses on an already developed technical skill, wants to be left alone to get the job done, and is primarily concerned about the present

ANSWER: j

89. A specific group of customers with an identifiable but narrow range of product or service interests

ANSWER: g

90. A small firm that provides substantial profits to its owner

ANSWER: a

91. Entrepreneurial activity whose goal is to find innovative solutions to social needs, problems, and opportunities

ANSWER: i

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92. A small firm that has great prospects for growth

ANSWER:

d

93. A person who becomes an entrepreneur because of some severe hardship

ANSWER:

h

94. A small firm that provides minimal profits to its owner

ANSWER:

f

95. A personality that focuses on the business and providing results for the customer

ANSWER:

c

Match the term with its definition.

- a. bootstrap
- b. entrepreneur
- c. entrepreneurial legacy
- d. entrepreneurial team
- e. franchisee
- f. lifestyle business
- g. intrapreneurship
- h. paradigm shift
- i. small business
- j. technician personality

96. Material assets and intangible qualities passed on to both heirs and society

ANSWER:

c

97. A process within an existing corporation involving an employee who assumes the responsibility for taking a new idea and converting it into a profitable product, service, or a process

ANSWER:

g

98. Two or more people who work together as entrepreneurs on one endeavor

ANSWER:

d

99. A change in how we fundamentally see a situation

ANSWER:

h

100. A person willing to create value, in either a new or an existing business, while assuming both the risks and the reward for his or her efforts

ANSWER:

b

101. A business with growth potential that is small compared to large companies in an industry, has geographically localized operations, is financed by only a few individuals, and has a small management team

ANSWER:

i

Name _____ Class _____ Date _____
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Chapter 01 - The Entrepreneurial Life

The Entrepreneurial Life

102. An entrepreneur whose power is limited by a contractual relationship with a franchising organization

ANSWER: e

103. A personality that focuses on an already developed technical skill, wants to be left alone to get the job done, and is primarily concerned about the present

ANSWER: j

104. A microbusiness that permits the owner to follow a desired pattern of living

ANSWER: f

105. Doing more with less in terms of resources invested in a business, and, where possible, controlling the resources without owning them

ANSWER: a