

JA Be Entrepreneurial[®]

(Kit)

**Tell Us
about
You**

1. What are the first three letters of your **last** name?

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2. When were you born?

Month			Day	

3. What grade are you in? (Please check only one.) 9th 10th 11th 12th

4. How many times have you participated in JA before?

This is my first time 1 time 2 times 3 times 4 times 5 or more times

Questions about the Program Content

Now that you've completed the program, please answer these questions about what you learned.

Circle the letter of the response that you think **best** answers the question.

1. Which of the following is a source of a successful product and service idea?

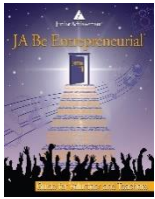
- a. An idea that solves a problem
- b. An idea that changes or improves a current product or service
- c. An idea that develops from the entrepreneur's firsthand knowledge of a group
- d. All of the above

2. Which of the following is the best definition of **demographic**?

- a. The means by which a product or service is made known and sold to customers
- b. A group that shares characteristics that is used to identify consumer markets
- c. The expectations and behaviors of a business that set it apart from its competitors through improvements in quality, value, or delivery
- d. None of the above

3. Gloria has designed a new line of jewelry and wants to begin **marketing** her jewelry in her town. Which choice best describes what Gloria will be doing?

- a. Making her product known and selling it to customers
- b. Creating a new product for a group sharing characteristics that is used to identify consumer markets
- c. Creating expectations and behaviors for her business that set it apart from its competitors through improvements in quality, value, or delivery
- d. Developing a new product or service, or improving on an existing product or service



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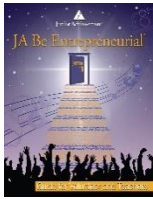
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4. Which of the following is the best definition of **competitive advantage**?
 - a. The means by which a product or service is made known and sold to customers
 - b. A group sharing characteristics that is used to identify consumer markets
 - c. The expectations and behaviors of a business that set it apart from its competitors through improvements in quality, value, or delivery
 - d. The standards that help determine what is good, right, and proper

5. When Walt Disney created Disneyland in 1954, he was trying to create a more family-oriented and cleaner version of that era’s local carnivals. Which of the following product development sources did he use?
 - a. Creating a product or service that solved a problem that previously had no solution
 - b. Creating a product or service to appeal to a particular demographic
 - c. Changing or improving a current product or service
 - d. Creating a new product or service that may or may not be popular or needed

6. Mark lives in a town with several Internet providers. Mark researches all of the companies and finds that *Eureka!* has the lowest rates. However, several friends tell him they experienced awful service with *Eureka!* and switched to *Seeker*, which has excellent customer service. Mark decides to sign a contract with *Seeker* because they have better customer service. Which statement describes *Seeker*?
 - a. *Seeker* has a competitive advantage.
 - b. *Seeker* is marketing to a certain demographic.
 - c. *Seeker* has used advertising successfully.
 - d. *Seeker* has engaged in new product development.

Rate your level of agreement with each of the statements below.		<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Neither Agree nor Disagree</i>	<i>Agree</i>	<i>Strongly Agree</i>
7.	I will set goals for my future.	1	2	3	4	5
8.	I feel in control over how my future will turn out.	1	2	3	4	5
9.	Doing well at school is important to me.	1	2	3	4	5
10.	I expect to graduate from high school.	1	2	3	4	5
11.	I expect to go to college.	1	2	3	4	5



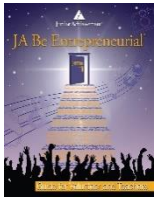
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We are interested in learning about the skills you may or may not have acquired during the *JA Be Entrepreneurial* program. Rate your level of agreement with each statement below.

Because of my participation in <i>JA Be Entrepreneurial</i> , I have increased my ability to...		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
12.	Solve problems	1	2	3	4	5
13.	Think critically	1	2	3	4	5
14.	Work in a team	1	2	3	4	5
15.	Be a good decision-maker	1	2	3	4	5
16.	Develop educational goals for myself	1	2	3	4	5
17.	Developed career goals for myself	1	2	3	4	5
18.	Be more confident in my ability to successfully compete in the workforce in the future	1	2	3	4	5
19.	Know more about owning my own business	1	2	3	4	5
20.	Understand what is involved in owning my own business.	1	2	3	4	5

Rate your level of agreement with each of the statements below.		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
21.	The things I learned in JA will be important in the future.	1	2	3	4	5
22.	The things I learned in JA will help me get a good job.	1	2	3	4	5
23.	The things I learned in JA will help me to be successful in life.	1	2	3	4	5
24.	I feel like my opinions are respected by my peers in JA.	1	2	3	4	5
25.	My JA volunteer makes me feel important.	1	2	3	4	5
26.	JA made school more interesting to me.	1	2	3	4	5
27.	The things I learn in JA will help me do better in school.	1	2	3	4	5
28.	I look forward to going to school on the days JA takes place.	1	2	3	4	5
29.	My involvement in JA has helped me stay out of trouble in school. (for example, not skipping class, bullying, cheating, etc.).	1	2	3	4	5



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Rate your level of agreement with each of the statements below.		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
31.	JA connected what I learned in the classroom with real life.	1	2	3	4	5
32.	JA taught me how to manage my money.	1	2	3	4	5
33.	JA was fun.	1	2	3	4	5
34.	JA made me realize the importance of staying in school.	1	2	3	4	5
30.	My involvement in JA has helped me stay out of trouble out of school.	1	2	3	4	5

35. Would you recommend this program to a friend? Yes No

36. List two things you learned from the program that you think are important.

a.

b.