



# JA Be Entrepreneurial<sup>®</sup>

## (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?

<b>Month</b>			<b>Day</b>	

3. What grade are you in?

- 9<sup>th</sup>
 10<sup>th</sup>
 11<sup>th</sup>
 12<sup>th</sup>

## Questions About the Program Content

**Before participating in this program, please try to answer these questions.**

*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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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 have 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