

**BUSINESS PLAN PROJECT****Section 3.1****Types of Business**

You've learned about the four broad categories of business. The following questions will give you an idea of how you feel about each one.

For each question, circle the answer that best represents how you think. In some cases, several may seem very close, but choose just one.

1. Being able to put things together is essential in manufacturing.
 - A. All manufacturers make a product from beginning to end.
 - B. Many manufacturers make one part of a product.
 - C. Many manufacturers assemble a product from parts made by other companies.
 - D. Both B and C

2. Dealing with customers is important in the retail industries. What would you do if a customer walked into your shop and was angry about an article of clothing she bought, saying that it didn't look good on her. You have a "no refund" policy in your store, and you were the one who waited on her when she bought the dress.
 - A. Politely ask what was wrong, and point out the refund policy. Indicate that there's nothing that you can do.
 - B. Recognize that "the customer is always right" and offer her another product in exchange.
 - C. Listen to what she has to say, and hearing that she's feeling insecure about the way she looks, try to let her know that she looks fine wearing the article of clothing. If she's still upset, then offer her another product in exchange.

3. You realize that you don't actually like working with customers face-to-face but you still think you'd like to be in a sales business. Which of these options would you pick?
 - A. Ignore your dislike of working with customers face to face and open a store anyway. Maybe you'll be able to hire help in the future.
 - B. Decide that you can sell just as well from a Website. You don't need a store.
 - C. Go into business with a friend who likes working with people and will let you take care of the other aspects of the business.

4. A service business
 - A. Provides products to consumers.
 - B. Often requires certain types of licenses.
 - C. Provides technical expertise to customers.

5. Franchises are available
 - A. In the retail and service industries.
 - B. In just the retail industry.
 - C. In the retail, service, and manufacturing industries.
 - D. In every industry.

6. You like to sell and negotiate prices but you don't like dealing with the public. Which type of business would offer you the best fit?
 - A. Manufacturing
 - B. Wholesale
 - C. Retail
 - D. Service

7. The service industry is the largest industry in the United States.
 - A. True
 - B. False

8. Which is the fastest-growing industry in the United States?
 - A. Child daycare services.
 - B. Home healthcare services.
 - C. Management, scientific, and technical consulting services.
 - D. Computer-systems design and related services.

9. Industries in the United States are classified according to
 - A. NAICS
 - B. NCAIS
 - C. OCS
 - D. NCIS

10. Small businesses are the fastest growing segment of our economy. Small businesses can be in
 - A. Manufacturing
 - B. Retail
 - C. Service
 - D. All categories