1. In your own words, describe what you have to offer to a potential employee of a company that you desire to work for.

*ANSWER:* Answers will vary. Potential student responses may include communication, technical, or computer skills. They may provide specific skills such as accounting or auditing experience or education, expertise with Microsoft Office including Excel and/or Access, or expertise in social media and social networking. Students may mention internship experience or quality experience while completing their degree.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 4-6

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

*KEYWORDS:* Bloom's: Comprehension

2. How can online networking improve your chances of success in the business world?

*ANSWER:* Answers will vary. It may be best to make the most of online networking by identifying and joining sites where you can connect with prospective employers, current and former classmates, and others who may help you spread the word of a job search. Online networking can also advance your career by being a part of sites such as Facebook, Twitter, and LinkedIn, among others.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 5

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

*KEYWORDS:* Bloom's: Comprehension

3. An entrepreneur combines four kinds of resources into a business. What would be the effect on the business if any one were left out?

*ANSWER:* The four kinds of resources include material resources (raw materials), human resources (people), financial resources (capital and money), and informational resources (information to make decisions and to evaluate a firm’s activities). Every business must work to organize these four resources. If one resource is not available or is left out, the business will, most likely, fail since it is the combination and balancing of the four resources that creates business success. For example, a manufacturer cannot produce products if there are no raw materials. And the other three resources are just as important.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Comprehension

4. What is profit and why is it important to a business?

*ANSWER:* Profit is what remains after all business expenses have been deducted from sales revenue. Sales revenue is the money received from customers in exchange for goods or services. In addition, all businesses have expenses which are deducted from revenue, thus, leaving the profit. A negative profit, called a loss, cannot be sustained long term for a business to survive. If a firm is operating at a loss, management must take action to eliminate the loss, increase sales, and reduce expenses or the firm may be forced to file for bankruptcy protection or go out of business.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 9-10

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Comprehension

5. What three activities must a business perform in order to be successful? Briefly describe each of these and why each is essential to business success.

*ANSWER:* A business is the organized effort of individuals to produce and sell, for a profit, the goods and services that satisfy society’s needs. For a business to be successful, it must (1) be organized; (2) make a profit on the goods or services it sells to its customers; and (3) meet the needs of its customers. If one or more of the three elements is missing, the business will not be a success.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Comprehension

6. Explain how the notion of *scarcity* is related to personal as well as business decision making.

*ANSWER:* Answers will vary. Scarcity refers to the lack of resources—money, time, natural resources, etc.—that are needed to satisfy a want or need. Because resources are always scarce, businesses as well as individuals must make decisions based on resource availability. Personal decisions such as whether to buy a $5,000 used car versus a $18,500 new car are usually driven by the scarcity of resources and the ability to pay based on the scarcity. Business decisions are similar.

*POINTS:* 1

*DIFFICULTY:* Challenging

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Economic Systems

*KEYWORDS:* Bloom's: Application

7. Explain how the basic economic questions are answered in capitalistic and command economies.

*ANSWER:* The four basic economic questions are (1) what goods and services will be produced; (2) how will they be produced; (3) for whom will they be produced; and (4) who controls the factors of production. In a capitalistic economy, supply and demand is primarily driven by the market and what price a product or service will bring. In a capitalistic economy, businesses and individuals answer the four basic economic questions. In a command economy, the government decides what goods and services will be produced, how they will be produced, and at what price they will be offered.

*POINTS:* 1

*DIFFICULTY:* Challenging

*REFERENCES:* pp. 11-15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Economic Systems

*KEYWORDS:* Bloom's: Analysis

8. Why do we say that the U.S. economy is a mixed economy?

*ANSWER:* The United States economy exhibits elements of both capitalism and socialism, and, therefore, can be deemed a mixed economy. The U.S. government, for example, participates in the economy as more than simply an umpire or rule maker. The U.S. government participates in the four basic economic questions—what, how, for whom, and who. For example, the government is involved in public schools, social services including subsidized childcare or job-search assistance, and public-private partnerships such as with hospitals or research institutes.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 13

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

9. How does socialism differ from communism?

*ANSWER:* In a socialist economy, the key industries are owned and controlled by the government. Private ownership of smaller businesses is often permitted in socialist economies. In a communist society, all workers contribute to the economy through government ownership, and management. In a communist economy, the four basic economic questions—what, how, for whom, and who—are answered through centralized government plans.

*POINTS:* 1

*DIFFICULTY:* Challenging

*REFERENCES:* pp. 14-15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Economic Systems

*KEYWORDS:* Bloom's: Analysis

10. Why is productivity important? How can a nation's productivity rate be improved?

*ANSWER:* Productivity is the average level of output per worker per hour. An increase in productivity results in economic growth because a larger number of goods and services are produced by the labor force. Increased productivity growth helps an economy’s businesses to compete more effectively in the global environment due to more goods or services being produced at a lower cost. Productivity rates can be improved through technology, advanced employee training, as well as transferring routine functions to other locations, possibly through the Internet.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 15-16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Comprehension

11. A nation's economy fluctuates instead of growing at a steady pace every year. These fluctuations are generally referred to as the business cycle. Describe the four different phases of the business cycle.

*ANSWER:* The business cycle generally includes four phases: the *peak*, sometimes called prosperity; *recession*, two or more consecutive three-month periods of decline in a country’s GDP; the *trough*, the turning point when a nation’s production and employment bottom out and reach their lowest levels; and *recovery*, sometimes called expansion.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 17-19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Comprehension

12. What is the difference between monetary policies and fiscal policies? How does each affect the nation's economy?

*ANSWER:* Monetary policies are the Federal Reserve’s decisions that determine the size of the supply of money in a nation and interest rate levels. Fiscal policy is determined by government’s influence in the amount of savings and expenditures of individuals, businesses, and government by altering the tax structure and changing the levels of government spending. Some experts believe that effective use of monetary and fiscal policies can speed up recovery and reduce the amount of time the economy is in recession.

*POINTS:* 1

*DIFFICULTY:* Challenging

*REFERENCES:* p. 18-19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Analysis

13. In perfect competition, who sets the price of a product?

*ANSWER:* In perfect competition, there are many buyers and sellers of a product or service and no single buyer or seller is powerful enough to affect prices. Therefore, the actions of buyers sets the price of a product since, in theory, all products are the same and buyers will pay the lowest price for the same products.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 19-20

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

14. Describe how supply and demand affect the price of a product.

*ANSWER:* The supply of a product is the quantity of the product that producers are willing to sell at each of various prices. Suppliers supply more product when consumers are willing to pay a higher price. The demand for a product is the quantity that buyers are willing to purchase at various prices. Buyers demand more when a price is low. Shifts in demand for a product raise and lower the market price. Also, a change in the supply of a product can cause a change in the price for the product.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 20-21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

15. In a monopolistic competition setting, how can a manufacturer differentiate a product?

*ANSWER:* Sellers attempt to differentiate their product or service so it is attractive to consumers.

Product differentiation is the process of developing and promoting differences between one’s products and all competitive products. For example, sellers provide unique product features, attention-getting brand or product names, unique and attractive packaging, and services such as free delivery or a lifetime warranty.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

16. How does a monopoly have complete control over the price of its product?

*ANSWER:* A monopoly has some control over the price of its product because it is the only firm in the industry. No firm, however, can set its price at some astronomical figure simply due to lack of competition. The firm would find that no customers would be willing to pay an exorbitant price. Therefore, the firm in a monopoly position must consider the demand for its product and set the price at the most profitable level.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

17. What effect did the Industrial Revolution and the golden age of invention have on the development of American business?

*ANSWER:* In the late 1700s, the factory system of manufacturing was born in which all

materials, machinery, and workers required to manufacture a product were assembled in one place. Specialization was also introduced during the Industrial Revolution. Specialization is the separation of a manufacturing process into distinct tasks and the assignment of different tasks to different individuals. The years of 1820 to 1900 were considered the golden age of invention and innovation in machinery. Many basic characteristics of the modern business system took form during these time periods.

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 22-24

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Comprehension

18. What do you consider the most important challenges that American business faces today?

*ANSWER:* Student answers will vary. The need to create a stable economy with the creation of new jobs will likely be a continual challenge for the U.S. Regulation of banks, savings and loan associations, credit unions, and other financial institutions to prevent abuse will continue to be a challenge. Other challenges include reducing national debt, defeating terrorism, and resolving conflict with other countries. Using technology to make workers more productive and competitive, preserving small business benefits in a global environment, balancing economic growth with sustainability, and meeting the needs of two-income families, single parents, older Americans, and the less fortunate will also continue to challenge American business.

*POINTS:* 1

*REFERENCES:* p. 28

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* American Business Today

*KEYWORDS:* Bloom's: Evaluation

Satellite Communications

Jonathan worked for Satellite Communications for twenty years. In the time that he worked there, he learned a lot about the company and how it operated. The company met its sales and revenue goals every year. However, most of the employees had similar educational and cultural backgrounds. He believed that the company could do much better if it cultivated an environment that promoted many different ideas. Additionally, Satellite Communications was mostly focused on how much revenue it earned in a given year. Jonathan felt that the most important goal should be to satisfy customers. He believed financial success would result from focusing on customers.

After a lot of consideration, Jonathan decided to open his own business called Universal Communications and hire employees that reflected a more diverse customer base. He was happy to have this opportunity because it was a dream that he had always had. He had always wanted to make his own decisions about what his company would produce and how. The only aspect of the business he was unsure of was pricing, yet he knew this would be important for his ultimate success.

19. Refer to Satellite Communications. Jonathan is operating in a and how to do things.

a. command economy b. mixed environment c. market economy

d. split economy

e. micro-economy

because he has the opportunity to decide what

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 3

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking *TOPICS:* Your Future in the Changing World of Business *KEYWORDS:* Bloom's: Application

20. Refer to Satellite Communications. When hiring people, Jonathan thinks it is important to consider a. unilateral thinking.

b. profit.

c. wage increases. d. health benefits.

e. cultural diversity.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 5

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

*KEYWORDS:* Bloom's: Knowledge

21. Refer to Satellite Communications. Now that Jonathan plans to open his own business, he needs to look at the factors of production. Which of the following is *not* a factor of production?

a. Labor b. Capital

c. Machinery d. Demand

e. Entrepreneurship

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

22. Refer to Satellite Communications. Jonathan's success will contribute to society. This is referred to as the a. objective.

b. market economy. c. business cycle.

d. invisible hand.

e. standard of living.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 12

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Economic Systems

*KEYWORDS:* Bloom's: Application

Home Inspirations

Hailey works for her father in a family-owned business called Home Inspirations, a bedding company that has been in operation since the 1800s. When her father retires, Hailey plans on taking over the business. Hailey is aware of many things about the company that she likes, and a few things that she does not. She has particularly noted that when the economy has low unemployment and high total income, sales are great. However, any other time, sales are not so good.

Currently, all of the bedding items are created in one place and everyone works on various tasks every day. Hailey is thinking about streamlining the production process so that individuals would be responsible for only one task. She believes that if production would increase, she could sell her products at a lower price and increase revenue. She knows that most bedding products available in the market are very similar in nature and satisfy the same need. However, if she were able to lower prices, this might give her company the competitive advantage that it needs. She would then be able to invest money in differentiating her products by providing unique features, building the

brand name, and offering services such as free delivery. She is also considering selling her products on the Internet. Hailey knows that her father does not like change very much, but she feels these changes are important for the future of the company.

23. Refer to Home Inspirations. Hailey noticed that when sales were up, the economy was in a a. depression.

b. peak period. c. grace period. d. recession.

e. stagnant mode.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Application

24. Refer to Home Inspirations. Home Inspirations currently operates in a environment. a. purely competitive

b. demand

c. monopolistically competitive d. command

e. supply

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Application

25. Refer to Home Inspirations. Hailey feels that for productivity to improve, the company must practice a. free enterprise.

b. work ethics.

c. specialization.

d. cultural diversity. e. pure competition.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

26. Refer to Home Inspirations. Hailey's goal of offering products with unique features and special services is called a. specialization.

b. product differentiation. c. barter.

d. a factory system.

e. a natural monopoly.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Application

27. When an individual chooses his or her ideal career, it is *most likely* a reflection of one's a. values.

b. hobbies. c. skills.

d. education.

e. desire to be rich.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 5

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

*KEYWORDS:* Bloom's: Knowledge

28. Chris chooses to work only thirty hours a week as an engineering assistant while trying to shield himself from additional responsibilities at work. Chris seems to value

a. recognition and rewards.

b. the opportunity to help others. c. promotions and transfers.

d. more free time.

e. get-rich-quick schemes.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 5

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking *TOPICS:* Your Future in the Changing World of Business *KEYWORDS:* Bloom's: Application

29. Of the following, which is *not* considered a basic management function necessary to be an effective manager?

a. Planning

b. Organizing

c. Leading and motivating d. Controlling

e. Selling

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 6

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

*KEYWORDS:* Bloom's: Knowledge

30. Cultural diversity represents

a. a business theory that is no longer valid.

b. the differences among people in a workforce. c. a technical skill.

d. a statistical method used to project sales revenues and profits for global companies. e. a religious issue that doesn't affect business organizations.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 5

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

*KEYWORDS:* Bloom's: Knowledge

31. Shawn Sine decides to start his own business. How likely is Shawn to still be operating a successful business in seven years?

a. It depends on whether it is an e-business or not.

b. It is very likely because most small businesses are successful.

c. It is likely because the chance of failure is nearly equal to the chance for success. d. It is unlikely because over half of all new small businesses fail.

e. It is very unlikely because almost all new businesses fail within the first three years.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 6

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking *TOPICS:* Your Future in the Changing World of Business *KEYWORDS:* Bloom's: Application

32. The ability for a manager to think in abstract terms while envisioning the “big picture” falls into the category of

, deemed an important management trait. a. interpersonal skills

b. conceptual skills

c. leading and motivating functions d. mechanical skills

e. controlling functions

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 6

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

*KEYWORDS:* Bloom's: Knowledge

33. The organized effort of individuals to produce and sell, for a profit, the goods and services that satisfy society’s

needs is called

a. consumerism. b. the economy. c. capitalism.

d. business.

e. the workplace.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

34. Raw materials, buildings, and machinery are resources. a. human

b. financial

c. informational d. labor

e. material

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

35. All of the following are material resources for Toyota Motor Company *except*

a. paint. b. steel.

c. factory. d. tires.

e. money.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Comprehension

36. resources include the funds needed to pay wages, purchase raw materials, and operate a business. a. Human

b. Financial

c. Informational d. Labor

e. Material

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

37. resources are the individuals who provide labor for an organization in exchange for wages. a. Human

b. Material c. Labor

d. Financial

e. Informational

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

38. The monetary contributions that the owners of IBM pay for shares of the company's stock are

IBM.

a. material b. financial

c. informational d. human

e. manufacturing

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Comprehension

resources for

39. What resource tells the managers of a business how effectively the other three resources are being combined and used?

a. Technical b. Human

c. Financial d. Material

e. Informational

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

40. Organizations that combine raw materials, machinery, and labor to produce goods are called a. manufacturing businesses.

b. service businesses. c. merchandisers.

d. market intermediaries. e. processors.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

41. Which of the following companies is an example of a manufacturer?

a. Best Buy b. Intel

c. Walmart d. Trism

e. H&R Block

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

42. Mondie Weller decides to start a residential landscaping business. How would this business *most likely* be classified?

a. Manufacturing business b. Marketing intermediary c. Service business

d. Corporation

e. Nonprofit organization

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Comprehension

43. A business’ efforts to sustain the planet and their participation in ecological movements are part of a firm’s

a. free enterprise system.

b. stakeholder responsibilities. c. factors of production.

d. social responsibility. e. business cycle.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 10

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

44. Best Buy stores would *most likely* be classified as a. service businesses.

b. sole proprietorships.

c. a marketing intermediary.

d. manufacturing establishments. e. perfect competition.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Comprehension

45. A local retailer calls its customers when it receives merchandise that they may be interested in, provides individual service to each customer, provides forms and phone numbers for complaints and comments, and has a 100 percent satisfaction guarantee. Which objective is this business working hard to accomplish?

a. Making a profit

b. Achieving low employee turnover

c. Satisfying the needs of its customers d. Increasing the owner's wealth

e. Keeping up with the current technology

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Application

46. The ultimate objective of every firm, such as IBM, Hewlett-Packard, JC Penney, and Cengage Learning, must be to

a. sell either to other firms or to consumers. b. satisfy the needs of its customers.

c. pay out money to cover the various expenses of doing business. d. know that people generally buy a product and store it.

e. make it impossible to satisfy customers.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Comprehension

47. In the mid-1970s, American auto manufacturers produced big gas-guzzling cars and tried to sell them to consumers who needed fuel-efficient transportation. This happened because manufacturers

a. lost sight of consumers' needs.

b. attempted to satisfy consumers' needs. c. followed consumers' wants too closely. d. knew the economy would rise again.

e. did not expect a profit.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Challenging

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Application

48. When a firm's sales revenues are greater than its expenses, the firm has a a. profit.

b. loss.

c. positive cash flow. d. financial resource.

e. factor of production.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

49. When a firm's expenses are greater than its sales revenue, the firm has a a. profit.

b. loss.

c. negative cash flow. d. recession.

e. depression.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

50. The relationship between sales and profits can be written as a. sales revenues + expenses = profit.

b. loss + profit = sales revenue.

c. profit − expenses = sales revenue.

d. expenses + loss = sales revenue + profit. e. sales revenue − expenses = profit.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Comprehension

51. During 2013, Just-the-One Jewelry had sales revenues of $1,500,000. This retailer also had expenses that totaled

$800,000. What is the firm's profit or loss amount?

a. $2,300,000 b. $1,500,000 c. $800,000

d. $700,000

e. It is impossible to calculate profit or loss with the above information.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Application

52. Andrew Cooper decides to become a part owner of a corporation. As a part owner, he expects to receive a profit as payment because he has assumed the risk of

a. serious inflation eroding the purchasing power of his investment. b. being paid before the suppliers and employees are paid.

c. losing his home, car, and life savings.

d. losing the money he has invested in the corporation and not receiving profits. e. the company giving all of the profits to local communities.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 10

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Application

53. At the end of the year, an individual, small business owner has made $65,000 in profit. Who does that profit belong to?

a. The company's CEO and top managers

b. The banks from which the business borrowed money c. All employees of the small business

d. The consumers of the business’ products

e. The owner of the business

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 10

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Comprehension

54. For a business, stakeholders represent a. investors in the business.

b. lenders that have provided loans.

c. suppliers that have extended credit to the firm in search of profit for the firm.. d. employees who work for the firm.

e. all of the different people or groups who are affected by the business.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 10

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

55. is the study of how wealth is created and distributed. a. Economics

b. Business c. Marketing d. Capitalism e. Finance

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 10

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

56. Microeconomics is the study of a. global economies.

b. the entire U.S. economy.

c. the decisions made by individuals. d. the national unemployment rate.

e. productivity in other countries.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

57. The study of an individual's economic decisions would be an example of a. macroeconomics.

b. microeconomics. c. fiscal policy.

d. monetary policy.

e. national economic policy.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

58. When economists study the national economy or global economy, they are using a(n) approach. a. macroeconomics

b. microeconomics c. fiscal

d. monetary e. intuitive

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

59. According to economists, natural resources, labor, capital, and entrepreneurship are called a. free resources.

b. competitive resources. c. factory resources.

d. factors of manufacturing. e. factors of production.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

60. A natural resource, as recognized by economists, would include which of the following?

a. Crude oil b. Buildings c. Tools

d. Machinery e. Equipment

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

61. The work performed to produce goods and services is referred to as a. land.

b. financial resources. c. material resources. d. capital goods.

e. labor.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

62. Matt Newell, a former Air Force pilot, decides to operate a helicopter tour company to provide customers with breathtaking views of the Rocky Mountains. He obtains a loan and purchases the necessary land, facilities, advertising, and five helicopters for his business. What important factor of production has he overlooked in creating his business?

a. Equipment b. Capital

c. Labor

d. Entrepreneurship e. Natural resources

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Economic Systems

*KEYWORDS:* Bloom's: Application

63. Capital or capital goods as recognized by economists would include all of the following *except*

a. crude oil. b. facilities. c. money.

d. machinery.

e. computer equipment.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p.11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

64. Steve Wilson, a chef at a major restaurant in San Francisco, wants to start his own restaurant. He surveys the market, finds a suitable location, and calculates how much money he will need to lease the building and purchase the necessary equipment and supplies. Steve visits his banker and requests a loan. The money Steve will receive from the loan and the resources he will purchase with it are known as

a. capital. b. profit.

c. revenue. d. collateral. e. stock.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Economic Systems

*KEYWORDS:* Bloom's: Application

65. For a Pepperidge Farm production facility, managers and employees would be a. natural resources.

b. capital.

c. information resources. d. labor.

e. the entrepreneurial resource.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

66. A person who risks his or her time, effort, and money to start and operate a business is called a(n)

a. free-market specialist. b. entrepreneur.

c. intrapreneur. d. competitor.

e. profit taker.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

67. Diane is passionate about soccer and decides to open her own soccer sporting goods store. She invests her money, time, and effort into making the store a success. Diane can be *best* described as a(n)

a. capitalist. b. laborer.

c. corporate owner. d. entrepreneur.

e. competitor.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Economic Systems

*KEYWORDS:* Bloom's: Application

68. Which of the following scenarios would *best* exemplify Adam Smith's view of best serving the interests of society?

a. Individuals are selected to fill certain positions within the economy of their nation according to the needs of the nation as a whole.

b. Markets are carefully regulated to ensure that all individuals within a nation are treated fairly and charged standardized prices.

c. A country only has a limited amount of space for college students and uses a type of lottery system to determine who gets these spaces.

d. Government scarcely exists in this country, and transactions are based on a system of barter, or trading goods, for other goods.

e. Individuals in the country may pursue their own economic gain and self-interest by doing whatever is best for them.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 11-12

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

69. Which of the following is *not* a feature of laissez faire capitalism?

a. Competition

b. Guaranteed income

c. Private ownership of wealth d. Economic freedom

e. Limited role of government

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 12

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

70. An economic system in which individuals and businesses make the decisions about what to produce and what to buy, and the market determines how much is sold and at what prices, is called a economy.

a. product

b. producer's c. market

d. planned

e. command

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 13

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

71. Olan Okowo recently moved to the United States with many hopes and dreams. However, he realizes that economic freedom includes all of the following *except* the right to

a. guaranteed economic success.

b. use owned resources to produce a profit. c. accept or reject any job offered.

d. sell a product at the price chosen.

e. buy any economic good or service producers sell.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 13

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Economic Systems

*KEYWORDS:* Bloom's: Application

72. In Adam Smith's view, which of the following is *not* the role of government in business?

a. Providing defense against foreign governments b. Regulating business activity

c. Ensuring internal order d. Furnishing public works e. Providing education

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 12

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

73. The United States, whose economy exhibits elements of both capitalism and socialism, has what is known as a(n)

economy. a. planned

b. utilitarian

c. nationalized d. mixed

e. centralized

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 13

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

74. All of the following would typically be considered consumer products *except* a a. 2-liter of Coke.

b. DVD player. c. prom dress.

d. high-powered drill press. e. bag of dog food.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

75. Approximately what portion of our nation's total production is made up of consumer goods?

a. 70 percent b. 50 percent c. 40 percent d. 20 percent e. 10 percent

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* pp. 13-14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

76. Which of the following represents the biggest customer of American business?

a. Government

b. Other businesses

c. Foreign governments d. Consumers

e. The military

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

77. Households provide all of the following resources to businesses *except*

a. labor. b. land.

c. dividends. d. buildings. e. capital.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 13

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

78. When consumers spend their money to purchase Apple iPhones or computers with an Intel processor, or when they discontinue buying such items as compact discs, they are telling resource owners

a. how to produce.

b. for whom to produce. c. what to produce.

d. when to produce.

e. to avoid faddish products.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

79. Gail Nelson begins her first job after graduating from college and starts putting money away in a savings account.

She believes she has removed this money from the circular flow between buyers and sellers that she studied in

Introduction to Business. Is Gail correct?

a. Yes, by putting this money into a savings account, only she has access to the funds and they are no longer available to the circular flow.

b. No, even though she has saved this money, the bank will in turn invest the money back into the circular flow. c. Yes, only direct investments into companies, such as purchasing ownership shares of that company, will put

her savings back into the circular flow.

d. Yes, the circular flow focuses on businesses and government, and therefore Gail's savings have no impact on the circular flow.

e. No, because she earned this money from a company and because she paid taxes on it, it is always considered part of the flow.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Economic Systems

*KEYWORDS:* Bloom's: Application

80. For the U.S. government to provide services, it collects revenue from a. only individuals in the form of taxes.

b. only corporations in the form of taxes. c. selling bonds to foreign governments.

d. both households and businesses in various forms of taxes. e. selling manufactured goods overseas.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 13-14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

81. The government uses tax dollars to a. invest in foreign bonds.

b. invest in foreign corporations.

c. purchase resources and products needed to provide services. d. purchase other nations.

e. increase consumer income.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

82. A system where the basic economic questions are determined, at least to some degree, through centralized government planning is referred to as a economy.

a. command b. capitalistic c. mixed

d. laissez-faire e. communal

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

83. Examples of command economies include a. socialism and free enterprise.

b. capitalism and socialism.

c. socialism and market economy. d. communism and capitalism.

e. socialism and communism.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

84. Susan Montgomery works at an institutional bakery and is paid a wage dictated by the government. She does not like her job but is not allowed other options. Susan must purchase necessities for her family at fixed prices. The country Susan lives in can be described as a economy.

a. demand

b. command c. market

d. free-enterprise e. capitalist

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Economic Systems

*KEYWORDS:* Bloom's: Application

85. In a socialist economy, key industries owned by the government include all *except*

a. utilities.

b. communications. c. food production. d. banking.

e. transportation.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 14-15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

86. Tim Garner owns and operates his own small automobile repair shop. However, the prices he can charge are fixed, and he rents his land and building from the government. Most of his friends work for industries owned by the government. Tim's country is *most likely* a(n) economy.

a. market

b. communist c. socialist

d. industrialized e. capitalist

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 14-15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Economic Systems

*KEYWORDS:* Bloom's: Application

87. Which of the following is *uncharacteristic* of a socialist economy?

a. All capital and capital goods are privately owned. b. The government owns and controls key industries.

c. Land and raw materials may be the property of the state.

d. What to produce and how to produce it are based on national goals. e. Distribution of goods and services is controlled by the state.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 14-15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

88. France, a socialist economy, does *not* have which of the following goals?

a. Equitable distribution of income b. Elimination of poverty

c. Reduction of government regulations d. Elimination of economic waste

e. Distribution of social services to all who need them

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

89. An example of a command economy is a. capitalism.

b. laissez-faire. c. oligopoly.

d. communism.

e. mixed economy.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

90. The nationalization of key industries in countries such as Sweden and India is indicative of a(n) economy. a. socialist

b. communist c. capitalist

d. nationalist

e. industrialized

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

91. Which economist has been called the father of communism?

a. Adam Smith b. Fidel Castro c. Mark Cuban d. Karl Marx

e. Alan Greenspan

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

92. In a communist country such as Cuba, emphasis is placed on producing what type of goods?

a. Goods needed by the government b. Consumer goods

c. Goods for export

d. Perishable goods such as food

e. Durable goods such as machinery

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

93. Although changes have occurred over the years, is historically considered to have a communist economy. a. Germany

b. Sweden c. Norway

d. North Korea e. Britain

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

94. All of the following are characteristics of communist countries such as Cuba *except*

a. intensive production of goods the government needs.

b. all workers contribute to society according to their ability. c. frequent shortages of consumer goods.

d. government ownership of almost all economic resources. e. an adequate supply of consumer goods.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

95. Productivity can *best* be described as a. a country's total output.

b. the efficiency of a company's operations. c. economic growth in a country.

d. the average level of output per worker per hour. e. the average level of output per worker per year.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

96. The production and operations manager at a large shoe factory in Fall River, Massachusetts, notices that the total number of hours worked by production employees has increased 12 percent, while the number of pairs of shoes ready for shipping has dropped 6 percent this year over last year. This means

a. the inflation rate is unchanged.

b. the demand for shoes is decreasing.

c. the manager's calculations cannot be correct. d. productivity has decreased.

e. the gross national product has increased by 6 percent.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Application

97. All of the following *except* are effects felt by individuals in regard to the health of a nation’s economy.

a. the amount of interest paid for a home b. acquiring a job

c. obtaining financing for your education d. increases in productivity

e. the interest paid on credit card purchases

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 15-16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Comprehension

98. Which of the following statements is false?

a. One way to reduce costs is to increase productivity.

b. Increased productivity can lead to higher manufacturing costs.

c. Increased productivity is a concern for nations throughout the world.

d. Productivity is expected to improve as more economic activity is transferred to the Internet.

e. Productivity growth enables American business firms to compete more effectively with other nations in a competitive world.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Comprehension

99. To compare the productivity of the United States to that of Japan, one should examine their respective a. defense budgets.

b. trade deficits.

c. gross domestic products.

d. stock markets' performance. e. consumer price indices.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

100. The total dollar value of all goods and services produced by all people within the boundaries of a country is called a. productivity.

b. gross domestic product. c. gross national product. d. inflation factor.

e. standard of living.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

101. Which of the following would *not* be included in the gross domestic product of the United States?

a. Value of tax return services performed by H&R Block, U.S. locations b. Value of BMW automobiles manufactured in Alabama

c. Total value of Procter & Gamble products produced in Michigan d. Value of medical care services rendered in the United States

e. Value of McDonald's sales for their Tokyo locations

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Comprehension

102. Which of the following economic terms describes the total value of a nation's goods or services that have been adjusted for inflation?

a. Altered gross domestic product b. Gross domestic product

c. Real gross domestic product

d. Altered gross national product e. Gross national product

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

103. According to economists, inflation is

a. a general decrease in the level of prices. b. a general rise in the level of prices.

c. unavoidable, and therefore something beyond the control of government. d. eliminated by the government.

e. a general problem for countries with command economies.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

104. Deflation

a. is a typical economic event in the U.S. economy.

b. is scheduled by the nation's economists to make economic corrections. c. occurs only in command economies.

d. is a general decrease in the level of prices. e. is characteristic of a mixed economy.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

105. An executive at a U.S. steel company uses growth in gross domestic product as one way to develop trends in industry steel use, so he records GDP change for each year on a graph. However, the executive's figures are considerably higher than those of the staff economist, who also has drawn a graph. This difference is *most likely* the result of

a. measurement errors by the U.S. Bureau of the Census. b. a decline in gross domestic product.

c. an increase in gross domestic product.

d. the economist adjusting the figures for the inflation rate. e. a change in productivity.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Challenging

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Application

106. The consumer price index (CPI)

a. is a quarterly index that producers receive for their finished goods.

b. measures increases or decreases in the level of worker performance. c. is the price of metals, lumber, and raw materials.

d. measures prices paid during periods of deflation.

e. is a monthly index that tracks the prices paid by consumers.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 17

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

107. Which of the following is false in regard to the unemployment rate?

a. According to Bureau of Labor Statistics, the country loses goods and services that could have been produced.

b. A nation benefits from unemployment due to a lower level of wages required to be paid by employers. c. According to the Bureau of Labor Statistics, families lose wages due to unemployment.

d. The unemployment rates is the percentage of a nation’s labor force that are not working at any one time.

e. The purchasing power of unemployed workers is lost.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 16-17

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Comprehension

108. A furniture manufacturer like Thomasville would be concerned with the producer price index because it a. is related to the real gross domestic product.

b. measures prices that manufacturers must pay for lumber and other raw materials used in the manufacturing process.

c. tracks the cost of housing and transportation. d. is published daily.

e. measures the effect of interest rates on the economy.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 17

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Application

109. The producer price index is an accurate predictor of a. future changes in the consumer price index.

b. the level of unemployment. c. prime interest rates.

d. Internet business activity.

e. an individual's standard of living.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 17

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

110. Fluctuations in a nation's economy are referred to as its a. economic upheaval.

b. inflation problem. c. depression cycle. d. business cycle.

e. recession period.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 17

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

111. All except was a part of the U.S. federal government’s stimulus plan.

a. Shore up the country’s banks

b. Create a more extensive physical infrastructure c. Shore up Wall Street firms

d. Reduce the number of home foreclosures

e. Free up credit for individuals and businesses

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp.17-18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Comprehension

112. Which of the following is *not* one of the four states included in a typical business cycle?

a. Repression b. Peak

c. Recession d. Trough

e. Recovery

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* pp. 18-19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

113. During which phase of the business cycle would a company like General Electric introduce new products?

a. Repression b. Peak

c. Recession d. Depression e. Recovery

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

114. Which of the following is *not* a characterization of a depression?

a. High unemployment rates b. Lower stock values

c. two or more consecutive three-month periods of GDP decline d. General decrease in business activity

e. General lack of confidence in the economy by members of the population

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Comprehension

115. As Rachel Smith and her friends prepare to graduate from college, they are faced with numerous job offers with starting salaries better than they could have imagined when they began college four years ago. Based on this information, which stage of the business cycle would the economy be in?

a. Depression b. Peak

c. Recession d. Trough

e. Recovery

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 18-19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Application

116. During which stage of the business cycle would a company such as 3M begin to focus on being more value conscious in its production decisions?

a. Depression b. Peak

c. Recession d. Trough

e. Recovery

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Comprehension

117. Economists define a as two consecutive three-month periods of decline in a country's gross domestic product. a. repression

b. prosperity c. recession d. trough

e. recovery

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

118. The economic term used to describe the Federal Reserve's actions to determine the size of the supply of money in the nation and the level of interest rates is

a. monetary policy. b. fiscal policy.

c. debt policy.

d. recovery technique. e. recovery guideline.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

119. The Federal Reserve uses when it lowers the interest rate charged to banks on short-term loans. a. monetary policy

b. national debt c. inflation

d. fiscal policy e. competition

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Comprehension

120. The economic term used to describe the government's influence on savings and changing the levels of government spending is

a. monetary policy. b. fiscal policy.

c. debt policy.

d. recovery technique. e. recovery guideline.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* pp. 18-19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

121. In France, income taxes are reduced so that individuals will have more income to spend, which in turn will stimulate the economy. This is an example of

a. the business cycle.

b. economic stimulation. c. monetary policy.

d. recession.

e. fiscal policy.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 18-19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Comprehension

122. When the U.S. government spends more than it receives within a fiscal year, this is called the a. economic debt.

b. federal deficit. c. fiscal debt.

d. national debt.

e. consumer debt.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

123. The total of all federal deficits in the United States is called the a. economic debt.

b. federal deficit. c. fiscal debt.

d. national debt.

e. consumer debt.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

124. Some economists believe that sound fiscal and monetary policy can reduce the amount of time the economy is in the stage of the business cycle.

a. recession b. recovery c. repression d. prosperity e. trough

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Comprehension

125. Since World War II, the average length of recessions has been a. six months

b. eleven months

c. twenty-two months d. three years

e. five years

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

126. During which phase do high unemployment rates decline and levels of income increase?

a. Repression b. Peak

c. Recession d. Trough

e. Recovery

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

127. The rivalry among businesses for sales to potential customers a. is an unfair business practice.

b. is a necessary part of a command economy. c. is referred to as competition.

d. is typical in a communist nation. e. doesn't exist in the real world.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

128. For firms like Target and Walmart, competition

a. is not a factor that must be considered in a free-market economy. b. affects smaller businesses but not large chain operations.

c. affects larger chain operations but not smaller businesses.

d. is a rivalry among businesses for sales to potential customers.

e. is a problem that has been eliminated in the twenty-first century.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

129. Perfect competition is characterized by a. many buyers and many sellers.

b. few buyers and few sellers.

c. few buyers and many sellers. d. many buyers and few sellers.

e. a few companies that control the market.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

130. is a necessary and extremely important by-product of capitalism. a. Monopoly

b. Socialism

c. Communism d. Competition e. Poverty

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

131. As a farmer, Gary Forsythe is familiar with the economics of perfect competition. How is the price at which he sells his corn determined?

a. It is determined by Gary because he has the product that many people want.

b. The price is determined by combining the actions of all buyers and all sellers together. c. The price he will receive is primarily determined by the buyer at the local grain bin.

d. The government sets the price of the corn to level the playing field for everyone.

e. The price will be approximately 25 percent higher than what other farmers are selling the same corn for because Gary is an astute businessperson.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 19-20

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

132. If the demand for a product declines, what happens to the price of the product?

a. The price stays the same. b. The price decreases.

c. The price increases.

d. The equilibrium price will be maintained. e. The market price will be maintained.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* pp. 20-21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

133. As computers gained popularity, the typewriters decreased along with the price. a. demand for

b. supply of

c. equilibrium of d. productivity of

e. monopoly associated with

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 20-21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

134. As the price of jeans rises, Levi Strauss is likely to

a. decrease production and thus decrease the supply. b. increase production and thus increase the supply.

c. do nothing to influence the available supply of jeans.

d. discontinue producing jeans in favor of a different product. e. increase production to influence the demand for jeans.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 20-21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

135. A price at which the demanded quantity is equal to the produced quantity of that product is called the price. a. market

b. customer c. equality

d. demand e. supply

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

136. Researchers just released the results of a study that shows eating fish at least four times a week dramatically decreases adults' risk of heart disease. What will likely result from this new information?

a. The demand for fish will decrease.

b. The supply of fish will decrease, causing a decrease in the price. c. The demand for fish will increase at every price.

d. The demand for fish will decrease at every price.

e. The demand for fish will likely remain the same, but the market price will adjust.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 20-21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Application

137. Monopolistic competition is a market situation in which a. similar but not identical products are available.

b. only one product is available.

c. several identical products are available.

d. the same price is charged for all products. e. the government regulates prices.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

138.

is the process of developing and promoting the differences between one's products and other similar products.

a. Advertising

b. Monopolistic competition c. Product differentiation

d. Branding

e. Goods distinction

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

139. The maker of Hanes pantyhose attempts to set its product apart from the competition. As a result, the company obtained some limited control over the price of its product. Achieving price control in this manner is known as

a. advertising.

b. distributional efficiency. c. low-cost production.

d. niche marketing.

e. product differentiation.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Application

140. Although all casual clothing ultimately provides the same purpose, companies such as The Gap strive to make their brand seem unique from the many other brands available on the market. The market for casual clothing can *best* be characterized as

a. pure competition.

b. monopolistic competition. c. an oligopoly.

d. a monopoly.

e. a natural monopoly.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

141. is a market situation (or industry) in which there are few sellers. a. Monopolistic competition

b. Pure competition c. Monopoly

d. Oligopoly

e. Natural monopoly

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

142. Which of the following is *not* a characteristic of an oligopoly?

a. There are few sellers.

b. The seller has considerable control over price. c. Any duplication of facilities is wasteful.

d. Sizable investments are required to enter the market.

e. The market actions of each seller can strongly affect other sellers.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 21-22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

143. Which of the following industries would *most likely* have the characteristics of an oligopoly?

a. Clothing

b. Restaurants c. Automobiles d. Cameras

e. Make-up

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 21-22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

144. When General Mills and a few other firms dominate the American cereal market, this is an example of a. pure competition.

b. monopolistic competition. c. oligopoly.

d. natural monopoly. e. monopoly.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 21-22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

145. Exxon/Mobil and Shell are two of the relatively few sellers in the oil-refining industry. Due to the tremendous capital investment required to enter this industry, these companies are insulated significantly from the threat of new competitive entrants and thus have considerable control over price. This market situation is referred to as a(n)

a. cartel.

b. monopoly.

c. natural monopoly. d. oligopoly.

e. trust.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

146. When Toyota experienced declining sales as a result of quality and safety issues, it began offering buyer incentives to new-car buyers. Nearly immediately, Ford and General Motors began similar promotions. These businesses

a. represent an oligopoly in which there are few sellers, and each seller has considerable control over price. b. represent a monopoly in which only one firm supplies a product or products.

c. are engaging in monopolistic competition in which there are many buyers as well as a relatively large number of sellers that differentiate their products from those of competitors.

d. are engaging in pure competition, in which no single seller is powerful enough to affect prices. e. are engaging in monopolistic competition, in which the products are very similar.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 21-22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

147. A market or industry with only one seller is referred to as a. a limited command system.

b. a monopoly. c. an oligopoly.

d. monopolistic competition.

e. a perfect competitive market.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

148. If all leading corporations in the soft-drink industry merged, this would a. encourage pure competition.

b. encourage monopolistic competition. c. lead to an oligopoly.

d. create a limited monopoly. e. create a monopoly.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

149. Public utilities are often referred to as a. sole proprietorships.

b. monopolistic competitors. c. monopolies.

d. oligopolies. e. socialistic.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

150. What must a monopoly, such as a public utility, account for when setting its prices?

a. A monopoly, because it has no competitors, can set prices as high as it likes.

b. A monopoly must consider customer demand, and then set prices at the most profitable level.

c. A monopoly must take into account what its top competitors are charging for the same product or service. d. A monopoly has no say in what prices it will charge because the government sets the prices for all

monopolistic industries.

e. A monopoly must look at the importance of each client, and then determine what respective rate each will be charged.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

151. Bowflex, Inc., which manufactures total strength training systems for home use, obtained a patent on its power rods. Bowflex has a(n) for this product.

a. monopoly b. oligopoly

c. natural monopoly d. limited monopoly e. illegal monopoly

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

152. When Microsoft copyrighted its Windows software, it established a(n) monopoly. a. domestic

b. international c. legal

d. natural

e. unnatural

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

153.

is a loose, subjective measure of how well off an individual or society is in terms of obtaining want-satisfying goods and services.

a. Employment success b. Standard of wealth

c. Standard of living

d. Economic satisfaction

e. Satisfaction economic factor

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

154. American Airlines traded eight 747s for twelve DC-10s owned by United Airlines. This transaction is an example of

a. barter.

b. ancient trading.

c. the domestic system. d. the factory system.

e. an unequal exchange of goods.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 22-23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Comprehension

155. The system in which raw materials are distributed by entrepreneurs to homes in which family members process those materials into finished products is referred to as

a. the factory system. b. an apprenticeship. c. specialization.

d. free enterprise.

e. the domestic system.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

156. Randall Newman distributes rawhide to several different homes. In turn, each household produces a product such as satchels, belts, shoes, and boots, and then Randall sells the finished goods. This represents a(n)

a. oligopoly.

b. domestic system.

c. system of specialization. d. factory system.

e. barter system.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* American Business Today

*KEYWORDS:* Bloom's: Application

157. The use of the factory system in the United States helped to usher in the a. colonial period.

b. Industrial Revolution. c. Great Depression.

d. Renaissance.

e. twentieth century.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

158. One of Samuel Slater's contributions to the development of American business was the use of a. capital.

b. flexible manufacturing. c. domestic robots.

d. the factory system.

e. the domestic system.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

159. The separation of a manufacturing process into distinct tasks and the assignment of different tasks to different individuals is called

a. specialization.

b. entrepreneurship. c. free market.

d. barter.

e. factory manufacturing.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

160. The Hamel family owns and operates an interior decorating business. Greg installs hardwood floors and chair rails; Stephanie reupholsters furniture and takes care of the finances; Ryan designs and makes draperies and pillows; and Allison coordinates the overall color, look, and design. The process the Hamel family uses to run its business is

a. specialization.

b. division of service. c. the factory system.

d. the domestic system. e. the barter system.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - AACSB: Reflective Thinking

*TOPICS:* American Business Today

*KEYWORDS:* Bloom's: Application

161. The purpose of specialization is to a. reduce productivity.

b. increase the efficiency of industrial workers.

c. boost the morale of an employee because he or she is special. d. relieve boredom.

e. make the nature of the work more general.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

162. Which of the following is *not* a characteristic of the Great Depression?

a. Stock prices decreased.

b. It was a period of misery and human suffering.

c. There was a near collapse of the nation's economy.

d. The government became less involved in business activities.

e. People lost faith in business and its ability to satisfy society's needs.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Comprehension

163. When did the U.S. government become more deeply involved in business than it had been previously?

a. In the early 1920s

b. After Franklin D. Roosevelt became president c. After the Vietnam War

d. During the social responsibility movement during the 1960s e. After the Korean War

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

164. All except

to 2000.

are considered important, major events that shaped the nation’s economy during the period of 1940

a. the Korean War

b. the institution of Franklin D. Roosevelt’s federal government programs

c. the shortage of crude oil

d. high inflation with high interest rates and reduced business profits e. the Vietnam War

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

165. In the early 1980s, David Jimenez, a corporate finance manager, was faced with which of the following problems?

a. High inflation rates

b. Competition from e-business firms c. Too much productivity

d. Declining interest rates

e. A decline in the use of specialization

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Comprehension

166. The organized effort of individuals to produce and sell, for a profit, the products and services that satisfy society's needs through the Internet is known as

a. business. b. economy.

c. entrepreneurship. d. e-business.

e. e-marketing.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

167. Increased competition from firms in other nations is an example of the a. technological environment.

b. global environment.

c. command environment.

d. laissez-faire environment. e. mixed environment.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 24

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

168. In the last decade of the century, became a major force in the economy in regard to business. a. reduced business profits

b. high interest rates c. high inflation

d. the Internet

e. shortage of crude oil

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

169. The current technology environment

a. is not as important as it was fifteen years ago. b. does not affect manufacturing firms.

c. changes the way business firms communicate with customers. d. doesn't change as often as it did fifteen years ago.

e. is not a concern for most firms that do business only in the United States.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 25

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

170. Which of the following statements does *not* describe the U.S. economy as we finish the first decade of the new millennium?

a. Information technology will continue to fuel the new economy. b. There will be more investment in information technology.

c. There will be fewer opportunities for international trade. d. e-business will be a more important part of the economy.

e. Service businesses will continue to employ more than half of the American workforce.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 24-25

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Comprehension

171. The concept of sustainability focuses on which of the following?

a. The needs of the present without compromising the future b. The needs of the future without compromising the present c. The needs of the firm to make a profit in the present

d. The needs of future employees

e. The needs of the government in the future

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 25

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

172. Service businesses employ approximately percent of the U.S. work force. a. 40

b. 50 c. 65 d. 75 e. 85

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 24

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

173. Which of the following issues will *not* be a challenge for our economy in the years to come?

a. How can we encourage economic growth while conserving natural resources?

b. How can we preserve the benefits of competition?

c. How can we meet the challenges of managing a culturally diverse workforce?

d. How can individuals reinvest all the profits that have been made in the stock market as a result of the strong economy?

e. How can we meet the needs of the less fortunate?

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 25-26

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Comprehension

174. As the founder of an American business firm, Jeff Bezos can, within certain limits, produce and/or sell any product he chooses and sell it at any price it sets.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 3

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

*KEYWORDS:* Bloom's: Comprehension

175. In our free-enterprise system, federal and state governments decide what products and services to provide. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 3

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

*KEYWORDS:* Bloom's: Knowledge

176. A working knowledge of our business system combined with technical skills can give an applicant an advantage in looking for a job.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 6

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

*KEYWORDS:* Bloom's: Knowledge

177. After getting her bachelor's degree in business, Mary Wilson realized she was much more productive at her job than she had been before. Mary's degree helped her to become a better employee.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 4

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

178. Today, managers and employees are no longer concerned about cultural diversity. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 5

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Your Future in the Changing World of Business

*KEYWORDS:* Bloom's: Knowledge

179. Because e-businesses use the Internet, there is no need to meet the needs of their customers. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

180. In order for a business to be successful, it must be organized, it must satisfy needs, and it must make a profit. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

181. The four resources that a business must use to operate successfully include material resources, human resources, financial resources, and operational resources.

a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 8

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

182. Generally there are three types of businesses: manufacturing businesses, service businesses, and marketing intermediaries.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* pp. 8-9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

183. Sony is most correctly classified as a marketing intermediary type of business. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

184. People buy goods and services simply to own them. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

185. The ultimate goal of every business firm should be to satisfy the needs of its customers. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

186. If a firm's sales revenue exceeds its expenses, the firm has earned a profit. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 9

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

187. Profit is the payment business owners receive for assuming the risks of ownership. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 10

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

188. The term *stakeholders* refers only to the people who have invested money in a business. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 10

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Business: A Definition

*KEYWORDS:* Bloom's: Knowledge

189. Economics is the study of how wealth is created and distributed. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 10

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

190. How the price of homes affects the number of homes built and sold would be an economic issue studied in a

Macroeconomics course. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

191. Macroeconomists often study the effect of taxes, government spending, interest rates, and similar factors on a nation's economy.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

192. The factors of production include natural resources, labor, government assistance, and entrepreneurship. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

193. The four basic questions in a capitalist economy are what to produce, how to produce, who should produce, and when to produce.

a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 11

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

194. Adam Smith is the person who actually organized American business as we know it today. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 13

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

195. According to Adam Smith, under laissez-faire capitalism, each person should be allowed to work toward his or her own economic gain without government interference.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

196. Adam Smith argued that the creation of wealth is a proper concern of government. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 12

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

197. Adam Smith developed the concept of the invisible hand to explain how all economic activity should be based on a nation's needs and not the individual's needs.

a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 12

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

198. A market economy is sometimes referred to as a command economy. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 13

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

199. The U.S. business system is commonly referred to as a mixed economy. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 13

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

200. Consumers exchange tax money to purchase goods and services. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

201. A business provides goods and services in exchange for sales revenues. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

202. When a business distributes profits to business owners, these profits become household income and are removed from the circular flow of the economy.

a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Comprehension

203. The services that government provides would not be produced by private business firms or would be produced only for those who could afford them.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

204. The government uses taxes to purchase resources and products required to provide services. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

205. Command economies include capitalism, socialism, and communism. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

206. In a socialist economy, the key industries are owned and controlled by the government. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 14

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

207. Karl Marx is known as the father of communism. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Types of Economic Systems *KEYWORDS:* Bloom's: Knowledge

208. Productivity is the total output per worker per year. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 15

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

209. Reducing costs and enabling employees to work more efficiently are at the core of all attempts to improve productivity.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

210. Fewer workers producing more goods and services can lead to higher overall employment rates. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

211. Gross domestic product is a loose, subjective measure of how well a society can satisfy its people through goods and services.

a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

212. The terms *real gross domestic product* and *gross domestic product* can be used interchangeably. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

213. Real gross domestic product is an economic measure that has been adjusted for price increases of goods and services during a given period of time.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Comprehension

214. Inflation is a general rise in the level of prices experienced by people in a nation. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

215. Deflation is a general decrease in the level of prices. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 16

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Knowledge

216. The consumer price index (CPI) and the producer price index (PPI) actually measure the same economic factors. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 17

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* Measuring Economic Performance *KEYWORDS:* Bloom's: Comprehension

217. The recurrence of periods of growth and recession in a nation's economic activity is a depression. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

218. During the peak or prosperity stage of a nation's business cycle, businesses are reluctant to offer new products and services.

a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*TOPICS:* The Business Cycle

*NOTES:* Bloom's: Knowledge

219. Economists define a recession as two or more consecutive three-month periods of decline in a country's gross domestic product.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

220. A depression is a severe recession that lasts longer than a recession. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

221. Monetary policies exert the government's influence on the amount of savings and expenditures by altering the tax structure and changing the levels of government spending.

a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 18

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

222. The national debt in the United States is about $1.1 trillion. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* The Business Cycle

*KEYWORDS:* Bloom's: Knowledge

223. Basically, there are four recognized degrees of competition: perfect competition, monopolistic competition, oligopoly, and monopoly.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

224. Perfect competition is the market situation in which a product has many buyers and sellers, and no single buyer or seller is powerful enough to affect a product's price.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 19

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

225. As the price of a product increases, the amount of the product that a producer is willing to supply increases. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 20-21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

226. As the price of a product increases, the amount of the product that consumers purchase increases. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* pp. 20-21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

227. The equilibrium or market price exists when the supply of a product exceeds the amount that consumers are willing to purchase.

a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

228. The products available in a monopolistically competitive market are similar in nature and are intended to satisfy the same need.

a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

229. An oligopoly is a market situation in which there is one producer and a few large buyers. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 21

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

230. In a monopoly situation, there is no close substitute for the product or service. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

231. A copyright of a product exists indefinitely. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Comprehension

232. A legal monopoly is often referred to as a natural monopoly. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 22

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-6

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*TOPICS:* Types of Competition

*KEYWORDS:* Bloom's: Knowledge

233. A factory system of manufacturing involves the separation of a manufacturing process into separate tasks and the assignment of different tasks to different employees.

a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Comprehension

234. Specialization is meant to increase the efficiency of industrial workers. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Comprehension

235. Typical service businesses in the U.S. include real estate, repair companies, and restaurants. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 24

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

236. Because of technology and the Internet, the use of information by business managers has increased. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*REFERENCES:* p. 25

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Knowledge

237. During the 1930s, government became deeply involved in business for the first time. a. True

b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 23

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Comprehension

238. According to global experts, India is the fastest-growing economy in the world. a. True

b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* p. 24

*LEARNING OBJECTIVES:* FOBU.PRID.15.1-7

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic *TOPICS:* American Business Today *KEYWORDS:* Bloom's: Comprehension