EMS GRADE 7 TERM 3 CONTROLLED TEST.doc - ECON... DOC PREVIEW

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ECONOMIC AND MANAGEMENT SCIENCES
TERM 3
CONTROLLED TEST

TIME: 90 MINUTES
MARKS: 100

Name of Learner: ___________________________

Grade 7: ____

Name of School: ___________________________

QUESTION	1	2	3	4	5	6	TOTAL
MARKS							

Instructions:
Answer all questions on the space provided.
Read each question carefully
Answer in full sentences
Pay attention to the mark allocation.
Think before you ink

Section A:
Question 1.1: Matching.
Match the description in column A with the word/words in column B. Write only the number and the correct letter (e.g. 1.1 A).

Column A	Column B	Answer
1.1.1 A thinking tool used to find out if your business idea will really work.	A. Target market	1.1.1.
1.1.2 Collecting and analyzing information about consumer's preferences for specific products.	B. Business logo	1.1.2.
1.1.3 A symbol or design used by a company to promote itself and its products or services.	C. SWOT analysis	1.1.3.
1.1.4 A specific group of people with certain characteristics to whom an entrepreneur aims to sell his product or service.	D. Business slogan	1.1.4.
1.1.5 A short, catchy phrase used by a business to advertise a product.	E. Market research	1.1.5.

(5)

Question 1.2: Multiple choice.
Choose the correct answer from the list given and write only the correct letter in the space provided. (e.g. 1.2.1 A).

1.2.1 An entrepreneur who believes in himself/herself is: ___________________

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1.2.2 An entrepreneur who stays calm and doesn't get angry is: _______________

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1.2.3 An entrepreneur who is not afraid of failure or challenges: _______________

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1.2.4 A decision to beat competitors by rendering excellent service to customers is an example of: ___________________

A. advertising
B. a business logo
C. a marketing strategy
D. planning

1.2.5 Examples of outdoor advertising is: ___________________

A. newspapers and magazines
B. radio and television
C. posters and billboards
D. messages on your cell phone

(5)

Question 1.3: True and False
State whether the following statements are true or false. If the statement is false, give the correct version.

1.3.1 An entrepreneur is a person who combines the factors of production in order to make a profit.

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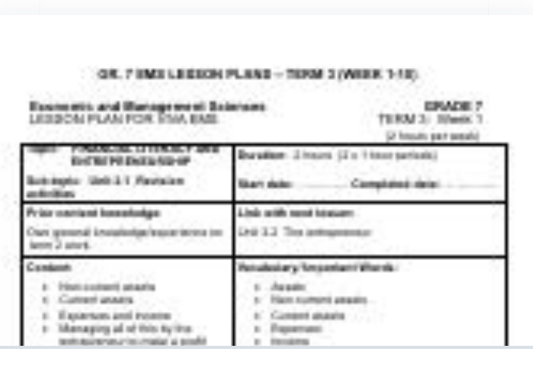
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Q&A

On the income statement, which of the following would be classified as a Period cost? Select: 1 Direct Material Expense Direct Labor...
Q&A

Chester Corp. ended the year carrying $11,529,000 worth of inventory. Had they sold their entire inventory at their current prices, how many...
Q&A

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Q&A

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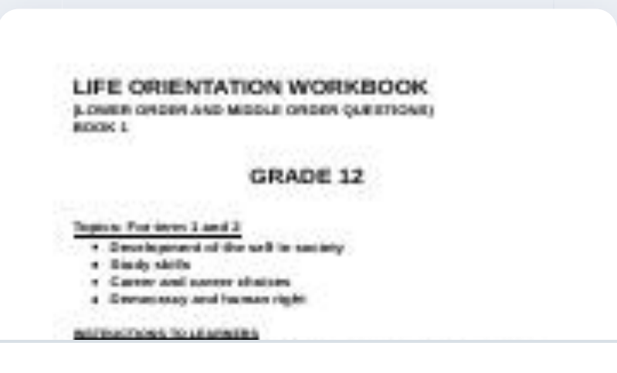
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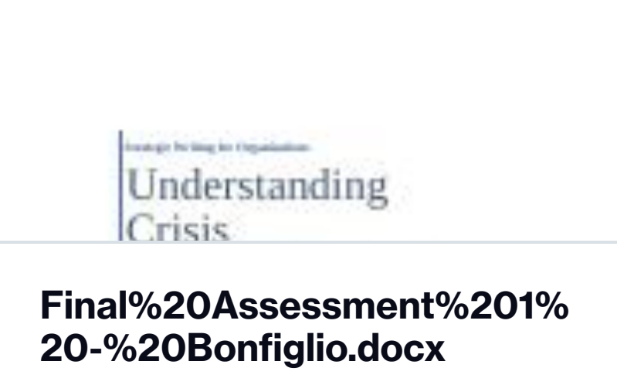
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