

Objective 9 Quiz

Form of Business	Advantage	Disadvantage
Sole Proprietorship		
Partnership		
Corporation		

What are the advantages of a market survey?

What are three sources of capital when starting a business?

What factors should be considered when selecting a business site?

The two types of advertising are _____ and _____.

Give an example of each:

Promotion –

Public Relations –

What are four characteristics of a good record system?

- 1.
- 2.
- 3.
- 4.

What four types of records are generally kept for an ornamental horticulture business?

- 1.
- 2.
- 3.
- 4.

There are two parts to a financial statement: _____ and _____.

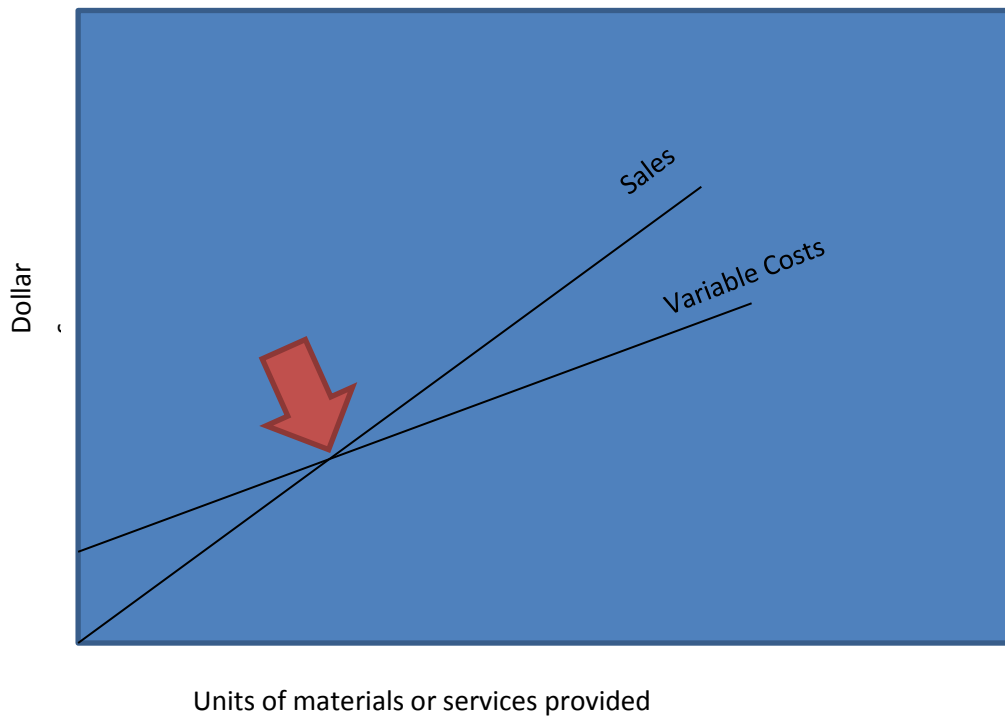
___ Profitability a. ability of a company to pay its bills when they are due

___ Liquidity b. ratios that relate profits to total assets, or gross income, or other quantities

___ Leverage c. comparison of the company's debt with parameters such as total assets or net worth

Price =

What is the point is the arrow pointing to in the graph below?



Equity =