**ENTREPRENEURSHIP – quiz**

1. Agribusiness is exclusively the cultivation of land and the breeding of animals. YES / **NO**

2. Before you start your business initiative, you should first research:

**a) the market**

**b) target customers**

c) EU funds

d) local entrepreneurs

3. The business plan serves to project future profits. **YES**/ NO

4. What is included in the cost of starting a business:

-**procurement**

**- permits or licences**

**- insurance**

**- costs of buying or renting land**

**- construction of buildings**

**- equipment**

5. A business plan is required to start a business and to obtain a loan from a bank. **YES** / NO

6. The company needs to be registered. **YES** / NO

7. In order to be able to dispose of farm waste, a special permit is required. **YES** / NO

8. What can be used to promote your products:

**Newspapers, radio, TV, social media, flyers, website, posters**

9. Is it acceptable to give promotional items to customers? **YES** / NO

10. What does the business plan define?

- **Goals, activities and resources**

**- Business priorities**

**- Identification of internal problems**

**- Market opportunities**

11. The business plan has: **internal and external document.**

12. Eliminate what does not belong to the business plan: start-up plan, internal plan, external plan, strategic plan, operational plan, growth plan, sustainability plan, **marketing plan**

13. How many parts does a business plan have? **8** OR 6

14. Tourism is crucial for local economic development. **YES** / NO

15. Agribusiness management includes:

- **enabling an authentic experience**

**-providing educational experience**

**- excellent service**

**- safe environment**

16. What are 4Ps in marketing?

**Product**

**Price**

**Promotion**

**Place**

Procurement