

1. Any paid form of communication through mass media directed at identified consumers to provide information and influence their actions.	1. Answer: Advertising
2. The exchange of information so there is common understanding by all participants.	2. Answer: Effective Communication
3. A specific group of customers that have similar wants and needs.	3. Answer: Target Market
4. The specific sequence of steps consumers follow to make a purchase.	4. Answer: Consumer Decision-Making Process
5. The locations and methods used to make a product or service available to the target market; determining the best ways for customers to locate, obtain, and use the products and services of an organization.	5. Answer: Distribution
6. The blending of four marketing elements-products, distribution, price, and promotion.	6. Answer: Marketing Mix
7. Activities provided for the satisfaction of others that are consumed at the same time they are produced.	7. Answer: Services
8. The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.	8. Answer: Marketing
9. The route a product follows and the businesses involved in moving a product from the producer to the final consumer.	9. Answer: Channel of Distribution
10. Finding solutions to problems through carefully designed studies involving customers.	10. Answer: Marketing Research
11. A company's plan that identifies how it will use marketing to achieve its goals.	11. Answer: Marketing Strategy
12. The reasons consumers decide what products and services to purchase.	12. Answer: Buying Motives
13. Direct, individualized communication with prospective customers to assess their needs and assist them in satisfying those needs with appropriate products and services.	13. Answer: Personal Selling
14. Any form of communication used to inform, persuade, or remind; communicating information about products and services to potential customers; the advancement of an employee to a position with greater responsibility.	14. Answer: Promotion

15. Money customer must pay for a product or service.	15. Answer: Price
16. The final business organization in an indirect channel of distribution for consumer products.	16. Answer: Retailer
17. A set of promotional activities designed to obtain sales in the retail setting.	17. Answer: Merchandising
18. A group of computers such as those in businesses and schools that are linked together so users can share hardware, software, and data.	18. Answer: Computer Network
19. Computer programs that perform specific tasks such as word processing, database management, or accounting.	19. Answer: Application Software
20. The instructions that run the computer system.	20. Answer: Software
21. The control center of the computer.	21. Answer: Central Processing Unit
22. All functional components of a computer, including an input device, processing unit, memory and storage, and an output device.	22. Answer: Computer System
23. Conducting business transactions using the Internet or other technology.	23. Answer: E-Commerce
24. A computer program that translates commands and allows application programs to interact with the computer's hardware.	24. Answer: Operating System Software
25. A system of letter, words, numbers, and symbols used to communicate with a computer.	25. Answer: Computer Language
26. The physical elements of a computer system.	26. Answer: Hardware
27. A series of detailed, step-by-step instructions that tell the computer what functions to complete.	27. Answer: Program
28. The use of computers to help people learn or improve skills at their own pace.	28. Answer: Computer-Assisted Instruction
29. Allows employees who primarily use personal computers and other technology to work from home.	29. Answer: Telecommuting
30. Mechanical devices programmed to do routine tasks, such as those in many factories.	30. Answer: Robotics
31. Stealing or illegally copying software packages or information.	31. Answer: Piracy
32. A program code hidden in a system that can later do damage to software or stored data.	32. Answer: Computer Virus

33. A report of revenue, expenses, and net income or loss from operations for a specific period.	33. Answer: Income Statement
34. Detailed plans for the financial needs of individuals, families, and businesses.	34. Answer: Budget
35. The process by which funds are deposited electronically and available automatically for your use.	35. Answer: Direct Deposit
36. A budget that plans income and expenses from the beginning of a new business or a major business expansion until it becomes profitable.	36. Answer: Start-Up Budget
37. Financial documents that are used to record and analyze the financial performance of a business.	37. Answer: Financial Records
38. All income that a business receives over a period of time; government income.	38. Answer: Revenue
39. A report that lists a company's assets, liabilities, and owner's equity at a specific point in time.	39. Answer: Balance Sheet
40. Differences between actual and budgeted performance.	40. Answer: Discrepancies
41. Describes the financial plan for ongoing operations of the business for specific period of time.	41. Answer: Operating Budget
42. What a company owns.	42. Answer: Assets
43. Costs of operating a business.	43. Answer: Expenses
44. An estimate of the actual money received and paid out for a specific period of time.	44. Answer: Cash Budget
45. Documentation used to process earnings payments and record each employee's pay history.	45. Answer: Payroll Records
46. Comparisons of a company's financial elements that indicate how well the business is performing.	46. Answer: Financial Performance Ratios
47. The financial record of employee compensation, deductions, and net pay.	47. Answer: Payroll
48. The value of the business after liabilities are subtracted from assets; the value of the owner's investment in the business.	48. Answer: Owner's Equity
49. What a company owes.	49. Answer: Liabilities
50. Computer programs that help people solve technical problems.	50. Answer: Expert Systems
51. Software that enables computers to reason, learn, and make decisions using logical methods similar to the methods humans use.	51. Answer: Artificial Intelligence

52. Technological assistance used to create product styles and designs.	52. Answer: Computer-Aided Design
53. A coordinated system of processing and reporting information in an organization.	53. Answer: Management Information System