



# Escape2



## Training Course

How to Develop a Successful HQRTS  
(High Quality Rural Tourism Strategy)

### Module 3

*Understanding Business Strategy*

## Quiz

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## MODULE 3 | Understanding Business Strategy

### Assessment: Multiple-choice quiz

|    |   |  |
|----|---|--|
| 01 | Entrepreneurship starts with which of the following?                                      | <ul style="list-style-type: none"> <li>a. Business idea</li> <li>b. Business plan</li> <li>c. Action plan</li> <li>d. Business Strategy</li> <li>e. Find a job</li> </ul>  |
| 02 | Which of the following is not among the requirements for the sustenance of an enterprise? | <ul style="list-style-type: none"> <li>a. Money</li> <li>b. Business process</li> <li>c. Entrepreneur</li> <li>d. Worker</li> <li>e. Counselor</li> </ul>  |
| 03 | Which of the following is not one of the five steps of the management process?            | <ul style="list-style-type: none"> <li>a. Planning</li> <li>b. Organization</li> <li>c. Control</li> <li>d. Coordination</li> <li>e. Bug fix</li> </ul>  |
| 04 | Which of the following defines management?  | <ul style="list-style-type: none"> <li>a. The sum of the activities carried out to achieve the goals by using all the resources in the business effectively.</li> <li>b. Setting up and managing the company</li> <li>c. Identifying management styles</li> <li>d. Supervising employees</li> <li>e. None</li> </ul> |

|    |   |   |
|----|---|---|
|    |   |   |
| 05 | What is needed to create a business strategy?<br>(Multichoice question)   | <ul style="list-style-type: none"> <li>a. management ability</li> <li>b. time</li> <li>c. be open to improvement</li> <li>d. job details</li> <li>e. power and work</li> </ul>  |
| 06 | Which of the following is a key resource question in the business canvas?   | <ul style="list-style-type: none"> <li>a. What key resources does our value proposition require?</li> <li>b. Which primary resources are the most expensive?</li> <li>c. What key resources do we get from key partners?</li> <li>d. Who are our customers?</li> <li>e. Is the customer group we are addressing inclined to pay?</li> </ul> |
| 07 | Which of the following is not a cause of failure for small businesses?  | <ul style="list-style-type: none"> <li>a. Financing of capital</li> <li>b. Wrong business model</li> <li>c. Incorrect business infrastructure</li> <li>d. Mismanagement</li> <li>e. Happy employees</li> </ul>  |
| 08 | Which of the following refers to the concept that "this is considered to be your master plan for how to do your job?" | <ul style="list-style-type: none"> <li>a. Business strategy</li> <li>b. Cost competitive strategy</li> <li>c. Focus strategy</li> <li>d. Disappearing strategy</li> <li>e. Basic strategy</li> </ul>  |
| 09 | Which strategy should you follow if you decide to compete on your price?  | <ul style="list-style-type: none"> <li>a. Scope</li> <li>b. Cost competition</li> <li>c. Counterattack</li> <li>d. Defense</li> <li>e. Focusing</li> </ul>  |
| 10 | Which strategy should you follow if you want to serve a specific set of customers?                                    | <ul style="list-style-type: none"> <li>a. Cost competition</li> <li>b. Counterattack</li> <li>c. Defense</li> <li>d. Focusing</li> <li>e. Revenge</li> </ul>  |

## Project Partners



