

# ANSWER SHEET:

Question 1: Which of the following is not one of the reasons the lady wants to start a business?

- a. She wants more professional leeway.
- b. She doesn't want to be recognized. – CORRECT: She wants more recognition that she isn't getting at her current job.
- c. She desires self-sufficiency.
- d. She needs better friends.

Question 2: How does she respond to her friend's concerns about money?

- a. Decides to stay at her current job.
- b. Explains she already has enough money.
- c. Reminds them of fundraising opportunities. – CORRECT: She talks about 'taking out loans, getting investors, or crowdfunding'.
- d. Plays devil's advocate.

Question 3: What percentage of start-up businesses fail?

- a. Less than 50%
- b. More than 75%
- c. Around 90% - CORRECT: She mentions that '90% people on average fail' when starting a business.
- d. Almost 100%

Question 4: Her business will provide all of the following services except...

- a. Travel plans
- b. Special events
- c. Childcare
- d. Vehicle assistance – CORRECT: She only mentions Henry Ford's business methods, not a vehicle service.

Question 5: What does the lady need for her business?

- a. A product
- b. Proficiency – CORRECT: Otherwise known as 'expertise' needed to run this business.
- c. A novice
- d. A starting point

Question 6: What kind of business is she preparing for?

- a. Products
- b. Services – CORRECT: She will provide ‘tour guides, nannies, or event organizers’ for old people. Options B & C are not business types and Option A is incorrect because she’s providing services not products.
- c. Old people
- d. Passion

Question 7: How might the woman’s friend describe her?

- a. A legend
- b. Too serious
- c. Spoon-fed – CORRECT: She is considered ‘spoiled or pampered’.
- d. Irresponsible

Question 8: How does she end the conversation?

- a. With confidence
- b. Hesitantly
- c. Overwhelmed – CORRECT: She says, ‘You are scaring me with all the visions.’ and wants to sleep on the idea.
- d. Passionately