**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Entrepreneurship Unit Test**

*Directions: Complete the following questions about entrepreneurship. Each question is worth one point unless otherwise noted. (60 points total)*

1. Label the following activities as either **entrepreneurial (E)** or **production (P)** activities.

\_\_\_\_ Newsgathering \_\_\_\_ Branding

\_\_\_\_ Fundraising \_\_\_\_ Design

\_\_\_\_ Distribution \_\_\_\_ Advertising

2. Discuss how to differentiate between entrepreneurial and production activities, including:

* A definition for each (2 points)
* How the audience is involved in each (2 points)
* How each sustains a publication (2 points)

3. Discuss how TWO of the following can be used to invite the audience to participate in a high school setting: social media, fundraising, branding. (8 points)

4. Evaluate the following market research survey questions, indicating their strengths and weaknesses. (2 points each, 10 points total)

* Are your parents interested in the yearbook? YES NO
* What section of the yearbook would you look at first?

Portraits Student Life Sports Academics Senior Ads

* Do you go to our news website to read articles? YES NO
* When was the last time you read our newspaper?
* Do you use social media?

5. Why is it important to understand a market audience? (2 points)

6. Describe how Twitter, Facebook and Pinterest can be used in different ways to reach an audience. (6 points, 2 points each)

7. Write a sample Twitter post for the following events. (2 points)

*You are getting ready in the morning when you get a text message from the school district informing you school has been cancelled because of a power outage. You know not every student has signed up for text message alerts from the school, and they may not be checking the school website. Luckily, you are the social media editor for your news website, and you can inform other students about the situation.*

8. Explain how scarcity, preferences and incentives affect school publications. (6 points, 2 points each)

9. Explain how each of the following marketing strategies can be used to brand and market a publication. (10 points total, 2 points each)

* Crowdsourcing
* Focus groups
* A “blitz” strategy for sales
* Theme
* Interview business card

10. What is the difference between advertising and fundraising? How can both be used to fund a publication? (4 points)