

34. Which of the following statement is NOT a concept of the 4Ps of Marketing? 4Ps is not a _____

- A. foundation model that centered around product, price, place, promotion.
- B. set of marketing tools to pursue its marketing objectives in the target market.
- C. used to continually evaluate and reevaluate business activities on products and service offering.**
- D. crucial tool to help understand product and service can offer and how to plan for successful product offering.

35. Which of the following statement is NOT a concept of business model ? Business Model is not a _____

- A. Specification describing how an organization fulfills its purpose.
- B. conceptual structure supporting the viability of a business on it intends to operate and make money.
- C. description of rationale on how an organization creates, delivers, and captures value, in economic, social and cultural.
- D. business concept that includes basic information such as the service or product that gives company advantage over competitors.**

36. Which of the following statement is NOT a concept of business process? Business process is not to _____

- A. test, implement and monitor process established of the company.
- B. define goals, plan and map the intended process of the company.
- C. set actions and assign stakeholders to establish process of the company.
- D. repeat the process once an establishment process was made as it will be maintained as it is.**

For Number 37 - 45, Application of concepts learned on product/service development thru business planning. Choose the appropriate answer from the box.

A. Feedbacking B. Communication, Coordination and Cooperation C. Planning D. Implementation/Execution

37. developing product/service description of the business concept for the Strand Business Summit. **C.**

38. creating and testing prototype of product/service for the strand business summit. **D.**

39. In the industry, validate the service description of the product with potential customers to determine its market acceptability while in SBS, it is inform and ask guidance from your subject teachers on what service/product to choose in order to utilize your skills and knowledge. **A.**

40. In the industry it is to select/pinpoint potential suppliers of raw materials and other inputs necessary for the production of the product or service while in the strand business summit it is determining the raw materials to utilize for the product or service to be offered. **C.**