Question FBQ1 : \_\_\_\_\_\_\_\_\_stated that capitalisation deals with the capital structure of a business in relation to the amount of equity, its composition and changes in it.  
Answer: Ejiofor (1989)  
  
Question FBQ2 : Capitalisation of income, method of valuation is the procedure for determining the \_\_\_\_  
Answer: Firm value  
  
Question FBQ3 :

A \_\_\_\_\_is a credit granted to any business organisation with a view to defer payment for the goods received for a specific period of time.  
Answer: Trading credit  
  
Question FBQ4 : \_\_\_\_\_\_\_\_\_consists of members’ deposits, loan from cooperative banks, loan from government and trading credits.  
Answer: Loan capital  
  
Question FBQ5 : \_\_\_\_\_\_\_\_\_is made up of the share contribution of members plus the reserves of all types, undistributed profits and the members’ entrance fees  
Answer: Owned capital  
  
Question FBQ6 : \_\_\_\_\_\_ is the document that regulates the activities of the partnership business.  
Answer: Article of Partnership  
  
Question FBQ7 : \_\_\_\_\_\_is an individual who is known to the public as a partner but who does not take active part in the management of the firm.  
Answer: A silent partner  
  
Question FBQ8 : A \_\_\_\_\_\_\_is that who is active in the affairs of the business but not known to the public as a partner  
Answer: Secret partner  
  
Question FBQ9 : \_\_\_\_\_\_\_\_partner is not involved in managing of the business and doesn’t receive salary  
Answer: Dormant  
  
Question FBQ10 : \_\_\_\_\_is the type of partner(s) who take active part in the formation, financing and management of the business.  
Answer: Active Partner  
  
Question FBQ11 : \_\_\_\_\_\_\_is an association of two to twenty persons carrying on a business in common with the view of making profit  
Answer: Partnership  
  
Question FBQ12 : The \_\_\_\_\_\_\_\_concept holds that consumers, if left alone will ordinarily not buy enough of the organization’s products  
Answer: Selling  
  
Question FBQ13 : The \_\_\_\_\_\_\_\_\_concept holds that the key achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors  
Answer: Marketing  
  
Question FBQ14 : Toyota and Honda companies use the \_\_\_\_\_\_\_\_concept for their brands of cars for Nigeria markets.  
Answer: Product  
  
Question FBQ15 : The \_\_\_\_\_\_concept holds that consumers would favour products that are available and highly affordable.  
Answer: Production  
  
Question FBQ16 : There are \_\_\_\_\_\_functions in marketing  
Answer: Three  
  
Question FBQ17 : \_\_\_\_\_\_\_is a process of creating, maintaining and enhancing strong value added relationships with customers and other stockholders.  
Answer: Relationship marketing  
  
Question FBQ18 : \_\_\_\_\_\_\_\_\_is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.  
Answer: Marketing management  
  
Question FBQ19 : \_\_\_\_\_\_\_\_ provides value for the people involved in the organisation  
Answer: Corporate strategy  
  
Question FBQ20 : The three core areas of corporate strategy are strategic analysis, strategic development and \_\_\_\_\_\_  
Answer: Strategy implementation  
  
Question FBQ21 : \_\_\_\_defines strategic planning as a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does, and why it does it, with a focus on the future.  
Answer: Aghedo (2010)  
  
Question FBQ22 : \_\_\_\_\_\_\_\_\_theory is made up of motivator factors and hygiene factors  
Answer: Herzberg two-factor  
  
Question FBQ23 : \_\_\_\_\_\_theory is made up of physiological, safety or security, social affiliation, esteem and self- actualization needs),  
Answer: Maslow’s hierarchy of needs  
  
Question FBQ24 : Hornby (2006) defined \_\_\_\_\_\_\_\_\_\_as the process or stimulating the interest of people to do something  
Answer: Motivation  
  
Question FBQ25 : There are \_\_\_\_\_\_ steps in decision-making model.  
Answer: Five  
  
Question FBQ26 : \_\_\_\_\_\_\_\_\_is an organisation where some specialist functions have developed.  
Answer: Functional Organisation Staff  
  
Question FBQ27 : \_\_\_\_\_\_\_is the type of structure much pronounced in the military organisation where scalar principle is practiced.  
Answer: Line organisation  
  
Question FBQ28 : Koce (2009) defined\_\_\_\_\_\_\_\_\_\_ as the obligation (of managers) to pursue the policies, to make decisions, or to follow lines of action which are desirable in terms of objectives and values of our society.  
Answer: Social responsibility  
  
Question FBQ29 : \_\_\_\_\_\_states that disinterest in the formal economy reflects the status of Nigeria's policies and tax regime, which have long been deemed detrimental to the growth of viable enterprises.  
Answer: Osalor (2008)  
  
Question FBQ30 : \_\_\_\_\_\_\_\_\_is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product.  
Answer: Service  
  
Question FBQ31 : A high level of Literacy rate is a major condition in \_\_\_\_\_\_\_\_\_\_\_\_\_marketing  
Answer: Entrepreneurial  
  
Question FBQ32 : Financial institutions are most often described as being \_\_\_\_\_\_\_\_ in nature.  
Answer: Oligopolistic  
  
Question FBQ33 : In \_\_\_\_\_ the marketer offers one product or uses one blend of marketing mix to serve the whole market.  
Answer: Mass marketing  
  
Question FBQ34 : \_\_\_\_\_\_\_\_aims at dividing a large heterogeneous market into homogenous groups or segments, and developing a marketing mix that will appeal directly and efficiently to buyers in each.  
Answer: Target marketing  
  
Question FBQ35 : In \_\_\_\_\_\_\_ segmentation consumers are grouped according to variables such as age, sex, marital status, income, education, occupation, race, religion.  
Answer: Demographic  
  
Question MCQ1 : Which alternative is not one the elements of the marketing mix (4Ps)?  
Answer: People  
  
Question MCQ2 : Advertising is mostly widely used form of \_\_\_\_\_\_\_\_\_in the marketing services  
Answer: Promotion  
  
Question MCQ3 : Pricing policies are the basic \_\_\_\_\_\_\_\_\_\_ on which sellers or provider of financial services base on their price  
Answer: Philosophies  
  
Question MCQ4 : Personal selling becomes very important when trying to develop a close relationship between the \_\_\_\_\_\_\_and \_\_\_\_\_\_\_\_  
Answer: Buyers and sellers  
  
Question MCQ5 : Production is not said to be complete until goods get to the final \_\_\_\_\_\_\_\_\_\_\_  
Answer: Consumers  
  
Question MCQ6 : A firm that uses \_\_\_\_\_ policy sets a price only slightly higher than the cost of the product.  
Answer: Penetration  
  
Question MCQ7 : High interest s rate on deposits or reduction rates on loans and advances are good examples of pricing \_\_\_\_\_\_\_\_\_\_\_  
Answer: strategies  
  
Question MCQ8 : The marketing concept rests on \_\_\_\_\_\_\_\_\_\_\_\_\_\_pillars  
Answer: Four  
  
Question MCQ9 : In most organizations, \_\_\_\_\_\_\_\_\_\_ is an annual process, typically covering just the year ahead.  
Answer: strategic planning  
  
Question MCQ10 : \_\_\_\_\_\_\_\_\_\_\_\_\_ must always come first before other activities  
Answer: Planning  
  
Question MCQ11 : Place strategies are concerned with ensuring the prompt delivery of the services to the \_\_\_\_\_\_\_\_  
Answer: Target market  
  
Question MCQ12 : An important element of distribution strategy for banks is \_\_\_\_\_\_\_\_\_\_\_\_  
Answer: site location  
  
Question MCQ13 : \_\_\_\_\_\_\_\_\_\_\_ are attracted through promises and are retained through satisfaction of expectations,  
Answer: Customers  
  
Question MCQ14 : \_\_\_\_\_\_\_\_\_\_\_ described the emergence of services sector and banks experience in service marketing.  
Answer: Gupta O 1997)  
  
Question MCQ15 : \_\_\_\_\_\_\_\_\_\_\_\_\_ Intelligence wings so as to remain innovative to ensure customer satisfaction and to keep abreast of market development.  
Answer: Research and market  
  
Question MCQ16 : \_\_\_\_\_\_\_\_\_\_\_\_\_ described that marketer has to know that each and every country is having various marketing environment.  
Answer: Iyanlla (2009)  
  
Question MCQ17 : This is a big challenge before the Indian banks to enhance rural marketing to increase their\_\_\_\_\_\_\_\_\_\_  
Answer: Customers  
  
Question MCQ18 : Marketing strategy must be dynamic and \_\_\_\_\_\_\_\_\_ to meet the changing scenario  
Answer: Flexible  
  
Question MCQ19 : According \_\_\_\_\_\_\_\_\_\_\_ the purpose of business is to create and keep customers as well as ensure cost effectiveness  
Answer: Aigbirenmolen (2004)  
  
Question MCQ20 : Ways of building relationship Marketing are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Answer: All of the options  
  
Question MCQ21 : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is anything that has value and satisfies human wants.  
Answer: Product  
  
Question MCQ22 : Consumers can be induced to buy more through various sales \_\_\_\_\_\_\_\_\_\_\_\_\_ device  
Answer: Stimulating  
  
Question MCQ23 : The business of selling and buying commodities (product and services) is called \_\_\_\_\_\_\_\_  
Answer: Market  
  
Question MCQ24 : New products are launched with the aims of attracting customers in a market and moreover to increase the level of \_\_\_\_\_\_\_\_\_in the market  
Answer: sales  
  
Question MCQ25 : Stages of new product development are these except \_\_\_\_\_\_\_\_\_\_\_  
Answer: Expertise  
  
Question MCQ26 : \_\_\_\_\_\_\_\_\_\_ was of the opinion that "if you get the development process right, the national launch should be, you may feel, a mere formality"  
Answer: White (1976)  
  
Question MCQ27 : Opportunities for increasing new products success exist on \_\_\_\_\_\_\_\_\_\_\_\_\_  
Answer: Multiple levels  
  
Question MCQ28 : The most obvious form of entrepreneurship is that of starting new businesses (referred to as \_\_\_\_\_\_\_\_\_\_  
Answer: Start-up company  
  
Question MCQ29 : \_\_\_\_\_\_\_\_\_\_\_\_\_\_blamed cause of new product failures on "Corporate Egocentricity  
Answer: Davidson (1979)  
  
Question MCQ30 : The word entrepreneur originated from the French word, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Answer: Entreprende  
  
Question MCQ31 : An Entrepreneur has following characteristics they are \_\_\_\_\_\_\_\_\_\_\_\_  
Answer: All of the options  
  
Question MCQ32 : \_\_\_\_\_\_\_\_\_\_\_\_\_defined an entrepreneur as a person who makes money by starting or running businesses, especially when this involves taking financial risks.  
Answer: Hornby (2006)  
  
Question MCQ33 : The concept of entrepreneurship has a wide range of meanings. It was first used in the early \_\_\_\_\_\_\_\_\_\_ by an Irish man by name Rechard Cantillon who was then living in France.  
Answer: 18th century  
  
Question MCQ34 : \_\_\_\_\_\_\_\_\_\_\_ gave a complete picture in an indept study of a large sample of products which failed after commercial introduction.  
Answer: Cooper( 1976)  
  
Question MCQ35 : Marketing is the \_\_\_\_\_\_\_\_ , development and delivery of product and services that satisfy the needs and want of the customer  
Answer: creation