

# JA Be Entrepreneurial<sup>®</sup>

## Student Information

- What are the first three letters of your **last** name? 

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- When were you born? 

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Month
Day
Year
- What grade are you in? (*Please check one only.*)  
 9<sup>th</sup>    10<sup>th</sup>    11<sup>th</sup>    12<sup>th</sup>    Other \_\_\_\_\_
- NOT** including this program, how many times have you participated in Junior Achievement?  
 This is my first time    1    2    3    4    5 or more
- Are you completing the pre- or post-test?  
 Pre-Test    Post-Test

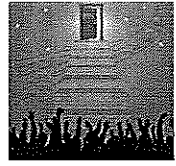
## Knowledge Questions (Please circle the correct answer)

- Which of the following are sources for successful product and service ideas?
  - Ideas that solve a problem.
  - Ideas that change or improve a current product or service.
  - Ideas that develop from the entrepreneur's firsthand knowledge of a group.
  - All of the above.
  - None of the above.
- Which of the following is the best definition of demographic?
  - The means by which a product or service is made known and sold to customers.
  - A group sharing characteristics of a human population segment, used to identify consumer markets.
  - The expectations and behaviors of a business that set it apart from its competitors through improvements in quality, value, or delivery.
  - Any person or group directly affected by a business.
  - None of the above.
- Gloria has designed a new line of jewelry and wants to begin *marketing* her jewelry in her town. Which choice best describes what Gloria will be doing?
  - Making her product known and selling it to customers.
  - Creating a new product for a group sharing characteristics of a human population segment, used to identify consumer markets.
  - Creating expectations and behaviors for her business that set it apart from its competitors through improvements in quality, value, or delivery.
  - Developing a new product or service or improving on an existing product or service.
  - Applying for a license to operate an individually-owned business as if it were a part of a large chain.

4. Which of the following is the best definition of competitive advantage?
  - a. The means by which a product or service is made known and sold to customers.
  - b. A group sharing characteristics of a human population segment, used to identify consumer markets.
  - c. The expectations and behaviors of a business that set it apart from its competitors through improvements in quality, value, or delivery.
  - d. The standards that help determine what is good, right, and proper.
  - e. A business's obligation to weigh the consequences to all stakeholders before making decisions.
  
5. When Walt Disney created Disneyland in 1954, he was trying to create a more family-oriented and cleaner version of that era's local carnivals. Walt Disney is an example of an entrepreneur who used which of the following product development sources?
  - a. Creating a product or service that solved a problem which previously had no solution.
  - b. Creating a product or service to appeal to a particular demographic that he was a part of.
  - c. Changing or improving a current product or service.
  - d. Creating a new product or service that may or may not be popular or needed.
  
6. There are several internet providers in Mark's town. He researches all of the companies and finds that Eureka! has the lowest rates. However, several friends tell him that they had awful service with Eureka! and switched to Seeker, which has excellent customer service. Mark decides to sign a contract with Seeker because they have better customer service. In this example, Seeker...
  - a. Has a competitive advantage.
  - b. Is marketing to a certain demographic.
  - c. Has used advertising successfully.
  - d. Has engaged in new product development.

**Instructions: Please check your level of agreement to each statement below.**

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
7.	I have set goals for my future.	1	2	3	4	5
8.	I feel in control over how my future will turn out.	1	2	3	4	5
9.	I feel good about myself.	1	2	3	4	5
10.	Doing well at school is important to me.	1	2	3	4	5
11.	I expect to graduate from high school.	1	2	3	4	5
12.	I expect to go to college.	1	2	3	4	5



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12.	I expect to go to college.	1	2	3	4	5

### Post-Test Only

**We are interested in learning about the skills you may or may not have acquired during the *JA Be Entrepreneurial* program. Please answer the following questions honestly.**

**Please rate your level of agreement as it relates to the statements below.**

Because of my participation in the JA Be Entrepreneurial program I have increased my ability to ...	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
13. Solve problems.	1	2	3	4	5
14. Think critically.	1	2	3	4	5
15. Work in a team.	1	2	3	4	5
16. Be a good decision-maker.	1	2	3	4	5

Please rate your level of agreement as it relates to the statements below.

Because of my participation in the <i>JA Be Entrepreneurial</i> program . . .	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
17. I have developed educational goals for myself.	1	2	3	4	5
18. I have developed career goals for myself.	1	2	3	4	5
19. I am more confident in my ability to successfully compete in the workforce in the future.	1	2	3	4	5
20. I know more about owning my own business.	1	2	3	4	5
21. I am more interested in owning my own business.	1	2	3	4	5

**Instructions:** Please check your level of agreement to each statement below.

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
22.	The things I learned in JA will be important later in the future.	1	2	3	4	5
23.	The things I learned in JA will help me get a good job.	1	2	3	4	5
24.	The things I learned in JA will help me be successful in life.	1	2	3	4	5
25.	I feel like my opinions are respected by my peers in JA.	1	2	3	4	5
26.	My JA volunteer makes me feel important.	1	2	3	4	5
27.	JA made school more interesting to me.	1	2	3	4	5
28.	The things I learn in JA will help me do better in school.	1	2	3	4	5
29.	I look forward to going to school more on the days JA takes place.	1	2	3	4	5
30.	My involvement in JA has helped me stay out of trouble in-school. (For example, this could include: skipping class, bullying, cheating, etc.).	1	2	3	4	5
31.	My involvement in JA has helped me stay out of trouble out-of-school.	1	2	3	4	5
32.	Junior Achievement connected what I learned in the classroom with real life.	1	2	3	4	5
33.	Junior Achievement taught me how to manage my money.	1	2	3	4	5
34.	Junior Achievement was fun.	1	2	3	4	5
35.	Junior Achievement made me realize the importance of staying in school.	1	2	3	4	5

36. Would you recommend this program to a friend?  Yes  No

37. List two things you learned from the program that you think are important.

a.

b.

## Junior Achievement Program Evaluation

School: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Program Name: **JA Be Entrepreneurial**

Teacher: \_\_\_\_\_ Volunteer (optional) \_\_\_\_\_

Student #	First three letters of name	Pretest Raw Score*	Posttest Raw Score*
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\* raw score only, please do not use percentages

## Junior Achievement Program Evaluation

**Posttest Only (enter tally marks for number of responses)**

<b>Are these sentences true for you?</b>		<b>SD</b>	<b>D</b>	<b>A/D</b>	<b>A</b>	<b>SA</b>
<b>Please check the box under the answer that applies to you.</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
22.	The things I learned in JA will be important later in the future					
23.	The things I learned in JA will help me get a good job.					
24.	The things I learned in JA will help me be successful in life.					
25.	I feel like my opinions are respected by my peers in JA.					
26.	My JA volunteer makes me feel important					
27.	JA made school more interesting to me.					
28.	The things I learn in JA will help me do better in school.					
29.	I look forward to going to school more on the days JA takes place.					
30.	My involvement in JA has helped me stay out of trouble in school.					
31.	My involvement in JA has helped me stay out of trouble out of school.					
32.	Junior Achievement connected what I learned in the classroom with real life.					
33.	Junior Achievement taught me how to manage my money.					
34.	Junior Achievement was fun.					
35.	Junior Achievement made me realize the importance of staying school.					

### Answer Key for Pretest and Posttest

1. (d) All of the above
2. (b) A group sharing characteristics of a human population segment, used to identify consumer markets
3. (a) Making her product known and selling it to customers
4. (c) The expectations and behaviors of a business that set it apart from its competitors through improvements in quality, value or delivery
5. (c) Changing or improving a current product or service
6. (a) Has a competitive advantage.