

## Think Critically

1. What is operations management?
2. Name some general policies that are common to most small businesses.
3. List and briefly describe each of the “Three Cs” of credit.
4. What is a customer service policy designed to do?
5. Describe word of mouth and its effect on a business.
6. Name the five fundamental elements that govern the treatment of customers.

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## True or False

- \_\_\_\_ 1. A detailed operations manual is an essential tool for operating your business effectively.
  - \_\_\_\_ 2. Rules are more specific than procedures.
  - \_\_\_\_ 3. Instruction in safety procedures should be part of employee training.
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