

## ENTR 6: Mega Fill-In-The-Blank

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There are 24 vocabulary words listed below in the word bank. These are many of the entrepreneurship terms that you should know from ENTR 6. Each of the words is used once and only once in the blanks that appear below. I suggest that you use the review sheets and the text to help you fill in the blanks.

### Word Bank

BCG Matrix	Franchise	Market Penetration
Book Value	Goodwill	Merger
Brand Licensing	Harvesting	Micromanager
Cash Cows	Horizontal Integration	Organic Growth
Challenges for Growth	Initial Public Offering	Product Development
Diversification	Liquidity	Product Life Cycle
Dogs	Management Buyout	SWOT Analysis
Employee Stock Ownership Plan	Market Development	Vertical Integration

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- \_\_\_\_\_ A business arrangement in which an established company sells others the right to use the company's name and operating plan to sell the products or services in other locations
- \_\_\_\_\_ A business valuation term that refers to reputation, employee knowledge, and relationships with customers
- \_\_\_\_\_ A growth strategy in which a business adds new products or services
- \_\_\_\_\_ A manager who interferes too much in the decisions and tasks of employees
- \_\_\_\_\_ A method for assessing the strengths, weaknesses, opportunities, and threats for a business
- \_\_\_\_\_ A method of categorizing a company's products according to growth rate and market share.
- \_\_\_\_\_ A mutual decision by two companies to join together
- \_\_\_\_\_ A series of stages-introduction, growth, maturity, and decline-that a product may pass through while it is on the market.
- \_\_\_\_\_ An accounting term that means the total assets minus the total liabilities according to a company's Diversification

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- An exit strategy in which a business owner sells his or her ownership shares to the business's managers.
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- An integrative growth strategy in which one business acquires a business at a different level in the supply chain (like if a manufacturer acquires a retail store)
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- An integrative growth strategy in which one business acquires another business at the same supply chain level as itself (like if a manufacturing company buys another manufacturing company)
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- An intensive growth strategy in which businesses develop new products or enhance their existing products.
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- An intensive growth strategy that emphasizes more intensive marketing of existing products
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- An intensive growth strategy that focuses on reaching new target markets, such as customers in another geographic area or customers who have different demographics from current customers.
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- Granting permission to some person or company to use your brand
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- Growth achieved by expanding a business internally - for example, by increasing advertising to existing customers.
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- Money, space, materials and equipment, information technology, people and skills
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- Products that are leaders in the marketplace and generate more cash than they consume; high market share, but low growth prospects
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- Products with low market share and a low growth rate. These business units are prime candidates for divestiture.
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- The ease of converting a non-cash asset (such as a business) into cash
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- The first sale of shares of stock to the general public by a privately held company
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- The process of exiting a business and gaining the value of the business in cash when you leave
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- When a business owner sells his or her ownership shares to a retirement fund for the employees.