
Bosses	Goal	Needs	Retailers
Command	Hobbies	One	Risks
Consumers	Human	Opportunity Cost	Service
Equilibrium	Manufacturers	Past	Suppliers
Financial	Marginal	Profit Motive	Wholesalers

1. The _____ is a reason entrepreneurs take on business risks.
2. Entrepreneurs try to identify the _____ of the marketplace.
3. Businesses that convert raw materials into products for sale are called _____.
4. _____ are businesses that sell products directly to the people who consume them.
5. _____ are businesses that purchase products in large quantities from manufacturers and resell them in smaller quantities to retailers.
6. Examples of _____ businesses include doctors, babysitters, athletic trainers, and barbers.
7. Successful entrepreneurs are _____-oriented.
8. To assess your suitability for entrepreneurship, you should consider your strengths, weaknesses, _____, interests, past experiences, and aptitude.
9. An advantage of entrepreneurship is that entrepreneurs are their own _____.
10. Analyzing _____ experiences and jobs can help you come up with ideas for a business you would enjoy owning.
11. In comparing different business opportunities, you should look at the particular _____ associated with the business.
12. How much money you want to earn is a(n) _____ goal.
13. In a(n) _____ economy, the government allocates goods and services.
14. As the price of a good or service increases, _____ are willing to produce more.
15. As the price of a good or service decreases, _____ are willing to purchase more.
16. Marginal benefit measures the advantages of producing _____ additional unit of a good or service.
17. Entrepreneurs make business decisions based on the concepts of marginal benefit and _____ cost.
18. An entrepreneur who chooses one alternative over another is using the concept of _____.
19. The _____ price is where the quantity supplied equals the quantity demanded.
20. The people who create goods and services are considered _____ resources.