

Business I End of Course Exam Study Guide

Terms To Know Definitions of:

1. Business
2. Economics
3. Gross Domestic Product (GDP)
4. Inflation
5. Supply and Demand
6. Budget
7. Variable Expenses
8. Fixed Expenses
9. Marketing Mix
10. Market Share
11. Market Research
12. Product Differentiation
13. Net Pay
14. Gross Pay
15. Branding Statement
16. Loss Leader
17. Financial Portfolio
18. IPO
19. SEC
20. Stockholder
21. Dividend
22. Profit Formula

Concepts To Know:

23. Economic Indicators (4)
24. Four Phases of the Business Cycle
25. Financial Institution: Savings and Loans, Commercial Banks, and Credit Unions
What does FDIC mean?
26. Stock Market Concepts-
Common Stock v. Preferred Stock
Bull Market v. Bear Market
Market Indices : DOW or Dow Jones Industrial Average
Blue Chip Stock
Stock Markets: New York Stock Exchange and NASDAQ
27. Public Speaking-
Call To Action Speech Purpose
Franklin Douglas Debate: Affirming v. Opposing