**Lessons in Business**

**Directions**: *Read* Lessons in Business*. Use your own words and complete sentences to answer the questions..* *You* ***MAY NOT use any outside resources****.*

**Part 1: Main Idea**

1. What is the main idea of paragraph D? (1 point)

Kawasaki learned how to handle office politics from Al Eisenstat, general counsel at Apple.

2. What is the main idea of paragraph F? (1 point)

The first thing he learned was that customers don’t know what they want until they see it.

3. What is the main idea of paragraph H? (1 point)

Bosses should not simplify things for employees.

4. What sentence in paragraph *I* would support the idea that “successful entrepreneurs should not trust experts…”? (1 point)

Steve Jobs did not listen to experts

**Part 2: Looking for Details**

1. In what kind of business did Guy Kawasaki first work? (1 point)

He worked in the jewelry business. (1 point)

2. What is one very important thing that Guy Kawasaki learned early in his career? (1 point)

Option 1: He learned how to sell a product. (1 point)

Option 2: He learned that selling the benefits of a product was the best way to sell it. (1 point)

3. Is it important for entrepreneurs to make predictions about people? Why or why not? Support your answer with examples from the reading. (3 points)

Yes (1 point), because people don’t know what they want (1 point), and successful entrepreneurs must identify problems that need solving before anyone else does (1 point).

4. Why is it important for products to have good looking designs? Give two reasons. (2 points)

If a product looks good, customers are more likely to buy it (1 point). Consumers think products are good quality and worth the price if the products are attractively designed (1 point).

5. What two pieces advice would help business people use social media to sell products? (2 points)

Any two of the following, 1 point each: They should post frequently. They should post things that improve people’s lives. They should include a video or a picture with every post. They should repeat their posts to reach people in different time zones or on different work schedules.

6. How should successful entrepreneurs use expert advice? Give two things they should do. (2 points)

The should ignore the experts (1 point) and reach out to consumers directly (1 point).

**Part 3: Vocabulary Work** [If the meaning is wrong, then the sentence is wrong too.]

1. In paragraph A, what is the meaning of the word *entrepreneur*? (1 point)

business person (or closely related definition)

Use *entrepreneur* in your own original sentence.

Sentences will vary, but should use the term with the correct meaning.

2. In paragraph G, what is the meaning of the word *design*? (1 point)

the way something looks (or closely related definition)

Use *design* in your own original sentence.

Sentences will vary, but should use the term with the correct meaning.

3. In paragraph H, what is the meaning of the word *simplify*? (1 point)

Make things easy (or closely related definition)

Use *simplify* in your own original sentence.

Sentences will vary, but should use the term with the correct meaning.

4. In paragraph I, what is the meaning of the word *accurate*? (1 point)

correct, right (or closely related definition)

Use *evangelist* in your own original sentence.

Sentences will vary, but should use the term with the correct meaning.

**Part 4: Opinion and Inference**

1. Would Guy Kawasaki agree or disagree with the following statement: *Understanding why and how people behave is only a very small part of being an entrepreneur*. Why would Kawasaki agree or disagree? Use examples from the reading to support your answer. (2 points)

Kawasaki would disagree (1 point) because in the article he gives several reasons (this, or any other reason, is acceptable) of the importance of understanding people (1 point).

2. Below is a description of two types of bosses:

* **Type X**: The boss never sets a schedule for her employees, and does not set goals for them. The employees love the boss because she is very easy to work for.
* **Type Y**: The boss has very tough requirements for her employees. She always gives them new tasks and projects, and she yells at them when they do not finish something on time.

Which type of boss will get better results from her employees? Use examples from the reading to support your answer.

Type Y will get better results (1 point), because the reading says that bosses who challenge their employees get better results (1 point).

3. Do you agree with Guy Kawasaki when he says “successful entrepreneurs should not trust experts…”? Why do you agree or disagree? (2 points)

Points depend on how they support their opinion. If their support is not relevant to their opinion or if it does not show they understood the reading, then give them zero points. If the support shows some comprehension, but is weak, give them one point.