

Hempstead High School

MARKETING: Section 4

Class Intro Affiliate Marketing

Due Date: **September 4, 2024**

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

Video Affiliate Marketing 1

What is an entrepreneur?

- A person who invests money in the stock market.
- A person who works for a company as an employee.
- a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.
- A person who manages a non-profit organization.

Name: _____

Question 2

/1

Affiliate Marketing 1

Why does Mr. Kazanjian disagree with the second part of this definition?

Search for a word

 **en·tre·pre·neur**
/ ,änrəprə' nər, änrəprə' nōō(ə)r/
noun
a person who organizes and operates a business or businesses, taking on greater than nor financial risks in order to do so.
"many entrepreneurs see potential in this market"

- This definition was straight from Google. Google is EVIL!
- He feels that there are better definitions elsewhere on the internet.
- He feels that a person living in the present doesn't have to risk their own money to be an entrepreneur.
- He feels that the definition is not broad enough in scope.

Name: _____

Question 3

/1

When Mr. Kazanjian says "We live in an age of liquidity", what does he mean?

- He means that the world lacks the ability to secure funding for big ideas
- He means that it is easier than ever to get money/funding for big ideas.
- The polar ice caps are melting and there is a lot more water than there used to be.
- Overall, there is a shortage of coins/cash in the world.

Question 4

/1

In the 1800's what did entrepreneurs have to do to get funding for their big ideas.

- They flew birds. Birds were much smarter back in the day. They could talk and would negotiate a loan for people.
- They sent telegrams to Rockefeller! Telegrams were phenomenal!
- They used the internet! DUH!
- They had to ask banks or powerful people for a loan to fund a big idea. And they had to settle for local options (local banks) or travel far (often by horse over several days) to fund their big idea.

Question 5

/1

Mr. K. said that having the internet is like hitting fast forward for funding big ideas. What does he mean by that?

- Anything can go viral. Not just talking cats.
- Sites like GoFundMe.com and Kickstarter.com are crowdfunding sites. They let individuals propose a big idea and share it on social media. When it gets shared, more people see it and funding an idea is easier.
- The government regulates internet commerce. Through the government anything is possible.

Instructions for grading: Grade each question and tally the score to obtain the total test points. If the factor does not equal 1, multiply the total points by the factor to obtain the student's final score.

Question 1

Video Affiliate Marketing 1

What is an entrepreneur?

a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.

1 possible pts.

Question 2

Affiliate Marketing 1

Why does Mr. Kazanjian disagree with the second part of this definition?

Search for a word

 **en·tre·pre·neur**
/ ,änrəprə' nər, ,änrəprə' nōō(ə)r/
noun
a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.
"many entrepreneurs see potential in this market"

- He feels that a person living in the present doesn't have to risk their own money to be an entrepreneur.

1 possible pts.

Question 3

When Mr. Kazanjian says "We live in an age of liquidity", what does he mean?

- He means that it is easier than ever to get money/funding for big ideas.

1 possible pts.

Question 4

In the 1800's what did entrepreneurs have to do to get funding for their big ideas.

They had to ask banks or powerful people for a loan to fund a big idea. And they had to settle for local options (local banks) or travel far (often by horse over several days) to fund their big idea.

1 possible pts.

Question 5

Mr. K. said that having the internet is like hitting fast forward for funding big ideas. What does he mean by that?

Sites like GoFundMe.com and Kickstarter.com are crowdfunding sites. They let individuals propose a big idea and share it on social media. When it gets shared, more people see it and funding an idea is easier.

1 possible pts.

