



POWERED BY

California Community Colleges

Unit 3 – Quiz

1. Which are NOT part of the LERN Financial Format (circle two)
 - a. Income
 - b. Promotion
 - c. Cancellations
 - d. Direct Costs
 - e. Office Supplies

2. The three big costs are (circle three)
 - a. Direct Costs
 - b. Promotion
 - c. Production
 - d. Net
 - e. Administration

3. Contract Education promotion costs should not exceed (circle one)
 - a. 3%
 - b. 5%
 - c. 7%
 - d. 9%
 - e. 10%

4. Which three are ways to control costs (circle three)
 - a. Reduce production costs
 - b. Don't waste promotion
 - c. Fire 10% of staff
 - d. Stop serving coffee in the staff lounge
 - e. Produce products that have a minimum of 3-year shelf life

5. Contract Education production costs should not exceed (circle one)
- a. 30%
 - b. 40%
 - c. 50%
 - d. 60%
 - e. 70%
6. This description fits which component of the LERN Financial Format? “The amount you will spend selling your contracts with sales kits, websites, advertisements, social media and so on.” (circle one)
- a. Income
 - b. Promotion
 - c. Production
 - d. Operating Margin
 - e. Administrative Costs
7. This description fits which component of the LERN Financial Format? “The number you get when you subtract Promotion plus Productions costs and subtract from Income.” (circle one)
- a. Income
 - b. Promotion
 - c. Production
 - d. Operating Margin
 - e. Administrative Costs
8. This description fits which component of the LERN Financial Format? “The amount you spend operating your department, day-to-day.” (circle one)
- a. Income
 - b. Promotion
 - c. Production
 - d. Operating Margin
 - e. Administrative Costs

9. The benchmark for leads: contract ratio is (circle one)

- a. 4:1
- b. 10:1
- c. 15:1
- d. 20:1
- e. 25:1

10. If your total contract income is \$50,000, total leads generated 50, and contract sold 10, what is your average income per contract? (circle one)

- a. \$1,000
- b. \$5,000
- c. \$10,000
- d. \$15,000
- e. \$25,000

Answers

Question 1: c & e

Question 2: b, c & e

Question 3: b

Question 4: a, b & e

Question 5: c

Question 6: b

Question 7: d

Question 8: e

Question 9: a

Question 10: b