

## Retail Operations and Marketing Interests: Accounting, Business Management / Entrepreneurship, and Marketing

**Instructor:** Note that these questions may require adjustment to fit the understanding of the student. Moreover, actual experience is likely to change the student's preference and make it more valid. Encourage the student to take his best guess, especially when doing this for the first time and when the student has no direct experience yet in the retail operations and marketing fields.

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

<b>Accounting</b>	<b>1 NOT AT ALL</b>	<b>2 MAYBE</b>	<b>3 YES</b>	<b>4 VERY MUCH</b>
1) Do you think you would like alphabetizing, sorting or classifying expense reports or other financial reports according to an employer's filing system?				
2) Do you think you would like copying, collating, scanning, or faxing documents?				
3) Do you think you would like using photo copiers, scanners, faxes, calculators, staplers, and hole punchers?				
4) Do you think you would like setting up and maintaining accounting systems using computer programs?				
5) Do you think you would like entering financial data into accounting programs, spreadsheets, or databases?				
6) Do you think you would like organizing receipts or other paperwork as needed?				
7) Do you think you would like using basic mathematics skills such as addition, subtraction, multiplication and division?				
8) Do you think you would like maintaining account payable and receivable?				
9) Do you think you would like reconciling bank accounts and paying bills?				

	<b>1 NOT AT ALL</b>	<b>2 MAYBE</b>	<b>3 YES</b>	<b>4 VERY MUCH</b>
10) Do you think you would like issuing pay checks or other expense checks?				
11) Do you think you would like preparing sales and employment tax documents?				
12) Do you think you would like supervising any administrative personnel or accounting assistants?				
<b>Business Management / Entrepreneurship</b>	<b>1 NOT AT ALL</b>	<b>2 MAYBE</b>	<b>3 YES</b>	<b>4 VERY MUCH</b>
13) Do you think you would like planning, organizing or managing a business?				
14) Do you think you would like exploring the rewards and risks of owning and running a business?				
15) Do you think you would like developing a comprehensive plan for starting a business?				
16) Do you think you would like researching the markets a business would reach and serve?				
17) Do you think you would like developing and evaluating legal documents related to starting or running a business?				
18) Do you think you would like exploring options related to owning or renting real estate for a business?				
19) Do you think you would like managing employees?				
20) Do you think you would like interviewing and hiring employees and possibly firing employees?				
21) Do you think you would like dealing with vendors or people selling products to be used by a business?				
22) Do you think you would like contracting with people or agencies to serve a business?				
23) Do you think you would like researching possible resources for financing a business?				

	<b>1 NOT AT ALL</b>	<b>2 MAYBE</b>	<b>3 YES</b>	<b>4 VERY MUCH</b>
24) Do you think you would like interacting with banks and investors about financing a business?				
25) Do you think you would like writing proposals and developing presentations for business plans?				
26) Do you think you would like getting up in front of people and presenting a business plan?				
27) Do you think you would like working with customer relations for a business?				
28) Do you think you would like problem-solving around issues that may come up within a business?				
29) Do you think you would like developing or managing a human resources department for a business?				

<b>Marketing</b>	<b>1 NOT AT ALL</b>	<b>2 MAYBE</b>	<b>3 YES</b>	<b>4 VERY MUCH</b>
30) Do you think you would like working with public relations and promotion for a business?				
31) Do you think you would like developing a marketing plan for a business?				
32) Do you think you would like doing research about potential customers for a business?				
33) Do you think you would like selling products or services?				
34) Do you think you would like developing pricing strategies for the products sold by a business?				

	<b>1 NOT AT ALL</b>	<b>2 MAYBE</b>	<b>3 YES</b>	<b>4 VERY MUCH</b>
35) Do you think you would like developing graphs, spreadsheets and data bases?				
36) Do you think you would like developing marketing strategies for businesses related to travel or tourism?				
37) Do you think you would like developing marketing strategies for businesses related to fashion or recreation?				
38) Do you think you would like to develop a "brand" or trademark for a business?				