

Write the letter of the correct match next to each problem.

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|--------------|-----------------------|---|
| 1. <u>J</u> | financial risk | a. a useful and valuable thing, person or quality |
| 2. <u>M</u> | unlimited | b. the activity of promoting a product, service or person |
| 3. <u>I</u> | liability | c. a person who builds, organizes and operates a business liable |
| 4. <u>A</u> | asset | d. payment made to a person or company to use their assets |
| 5. <u>E</u> | royalties | e. ability to recognize a brand by consumers/customers |
| 6. <u>P</u> | brand recognition | f. the amount of ownership of a company (how much a shareholder owns) |
| 7. <u>B</u> | advertising | g. the ability of negotiating/compromising |
| 8. <u>K</u> | company share | h. a person who owns (has) one share (piece) of a company |
| 9. <u>O</u> | dividend | i. the condition of being responsible for something (by law) |
| 10. <u>H</u> | shareholder | j. possibility of losing money on a business |
| 11. <u>L</u> | board of directors | k. a little piece of a company that can be bought and owned |
| 12. <u>M</u> | jointly | l. group of people who represent a company |
| 13. <u>C</u> | entrepreneur | m. with one or more other people |
| 14. <u>G</u> | bargaining power | n. not limited or restricted |
| 15. <u>F</u> | equity (in a company) | o. money paid by a company to shareholders |