

Center for professional education
E-Learning Solutions in Economic Development

Certificate Program
TERRITORIAL MARKETING

KNOWLEDGE LEVEL ENTRY TEST



Welcome! This is a 17 – questions test which aims to detect the level of your knowledge about the topics we will discuss during the program. Please do not consult with external sources while answering the questions. We need a genuine picture of your entry level of knowledge in order to plan better your individual learning process. Make the test within 30 – minutes time frame before you enter the program on-line space. Be advised that some of the questions will test also your concentration and attention to details. No single answer is envisioned to some of the questions. Good luck and again: Welcome on Board!!

Q1: Economic development is:

Check the statement you think is the best answer

a/ The process by which a nation, or region, or community is planning and building new industries in specific areas

b/ The process by which a nation, or region, or community improves the economic, political, and social well-being of its people.

c/ The rate of economic growth of a nation, or region, or community which is measured by the percent rate of increase in real gross domestic product, or real GDP.

Q2. Territorial marketing is:

Check the statement you think is the best answer

a/ A complex of activities aimed to formulate the identity of a nation, region, or community and to market this identity as a national, or regional, or community brand

b/ A complex of activities aimed to sell the potential of the territory to interested investors

c/ A complex of strategic activities specifically aimed at positioning a nation, or region, or community on the market as attractive place for living, working, growing business, investing and visiting.

Q3. Industry attraction is not:

Check the statement you think is true

a/ A program for attracting visitors to the territory and offering them a tour to the local producer of crystal glasses

b/ A term in local economic development which is used to describe community efforts to attract target industries to the territory

c/ A term in local economic development which is used to describe a complex of strategic activities aimed to boost the local economy

Q4. Local business retention programs are usually developed by:

Check the answer you think is the correct one:

a/ IT developers

b/ Consultants

c/ Economic developers

Q5. Community attractiveness is a term referring to...

Check the answer which you think is false

- a/ The quality of community infrastructure
- b/ The quality of community population
- c/ The quality of community business services

Q6. Ambassadorship programs aim to build a critical mass of people who want to...

Check the answer you think is the right one

- a/ Become professional diplomats
- b/ Promote the community attractiveness to target audiences
- c/ Increase their competitiveness on the job market

Q7. It is recommendable that majority of the members of the Board of local economic development organization are...

Check the answer you think is the right one

- a/ Representatives of the local government, or politicians
- b/ Women
- c/ Representatives of the local business community

Q8. Fiscal incentives are always No 1 attraction for investors

Check the answer you think is the right one

- a/ Yes
- b/ No

Q9. Attracting FDI is most important than investing in programs supporting local business growth

Check the answer you think is the right one

- a/ Yes
- b/ No



Q10. IPA in the context of economic development means...

Check the answer you think is not correct

- a/ International Promotion Activity
- b/ Income Public Agency
- c/ Investment Principal Academy

Q11. Nations, regions, communities do not need workforce development programs in order to be attractive for investors

Check the answer you think is not correct

- a/ True
- b/ False

Q12. Business services and programs aim to help ...

Check the answer you think is correct

- a/ Local people to become successful entrepreneurs
- b/ Local business to secure finances for growth
- c/ Local business to increase export

Q13. Site selectors are...

Check the answer you think is correct

- a/ in most of the cases very important members of the community staff
- b/ usually independent consultants hired by companies considering relocation
- c/ highly experienced professionals advising local government how to market industrial properties

Q14. Communities conduct business profiling...

Check the answer you think is correct

- a/ In order to determine its vision for the future
- b/ In order to determine what kind of business they want to attract
- b/ In order to determine what kind of workforce they want to develop



Q15. Economic developers are important for the community because they are...

Check the answer you think is correct

- a/ General economists
- b/ Highly trained professionals serving as architects of local economy
- c/ Developers of large real estate properties in the community

Q16. Community brand is...

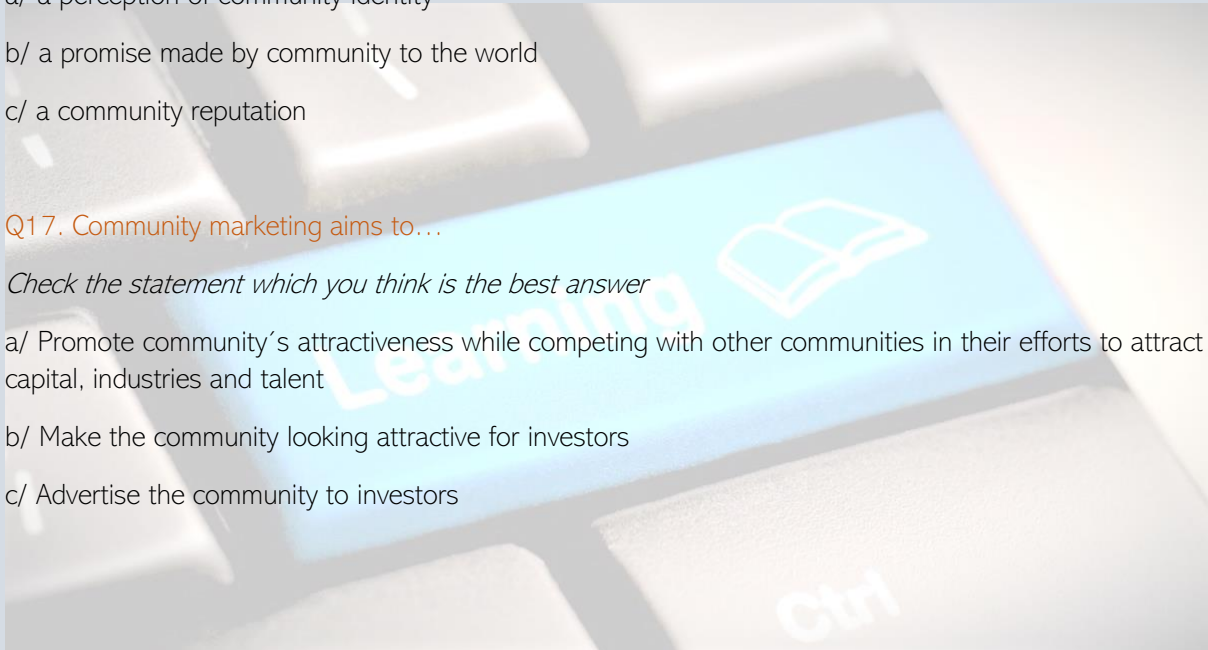
Check the answer you think is correct

- a/ a perception of community identity
- b/ a promise made by community to the world
- c/ a community reputation

Q17. Community marketing aims to...

Check the statement which you think is the best answer

- a/ Promote community's attractiveness while competing with other communities in their efforts to attract capital, industries and talent
- b/ Make the community looking attractive for investors
- c/ Advertise the community to investors



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