

## Understanding Adwords Lingo

### ASSESSMENT

Total Marks: 30

Answer the following questions:

1. Define following terms: - (06)
  - a. Sole Proprietorship
  - b. Partnership
  - c. Joint Venture
2. Explain following types of organizational structures: - (15)
  - a. Geographic Structure
  - b. Divisional Structure
  - c. Matrix Structure
3. What is the difference between a business owner, an entrepreneur, and a freelancer? (09)