Business 490

Orientation to Digital Resources

Part Eight - Using Sample Business Questions
Sample Business Questions

SAMPLE BUSINESS QUESTIONS
& Advice

The following FAQ questions and topics were selected by the Business Department Faculty as the ones they most wanted their majors to be able to answer.

1. Company’s basic information - Full name, address, website, ticker symbol, SIC code, NAICS code, president/CEO, etc.
2. Top competitors / Other competitors
3. A financial comparison of top competitors
4. Current and past News
5. Financial Information (Income Statement, Balance Sheet, Cash Flow, Earnings Estimates, etc.
6. Financial Data Comparisons
7. Company Growth Rate / Ratios
8. Industry Growth Rate in Sales
10. Financial Ratios for Main Competitors

These questions were selected by your professors.
Sample Business Questions

SEARCH PATHS FOR SAMPLE BUSINESS QUESTIONS

Revlon was used in each of the following examples.

1. Company's basic information - Full name, address, website, ticker symbol, SIC code, NAICS code, president/CEO – Go to Hoovers, Search under Revlon. Click on the full name of the company. This will take you to the main page. (NOTE: If you get multiple hits, click on the one that says Headquarters.)

2. Revlon top competitors / Other competitors - Hoovers / Revlon / Competitors (NOTE: Each listed competitor will hyperlink you to its main page in Hoovers).

3. A financial comparison of top competitors - Hoovers / Revlon / Competitive Landscape (NOTE: Click on Data Definitions at bottom of stats if you are unsure of categories.)

Also
Business and Company Resource Center / Revlon / Financials Tab / Compare to Major Companies Button
NOTE: You can also select companies to compare using their ticker symbols.


Also, the following databases are good sources for business news.

<table>
<thead>
<tr>
<th>Business Source Premier</th>
<th>Wall Street Journal Online</th>
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<tbody>
<tr>
<td>Regional Business News</td>
<td>Business and Company Resource Center</td>
</tr>
<tr>
<td>General Business File ASAP</td>
<td>Business Full Text</td>
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</tbody>
</table>
Sample Business Questions

To answer this question

1. Go to Hoovers
2. Search for your company
3. Click on the hyperlink for Competitors.
Why are Sample Business Questions Important?

• They were selected by your instructors.
• They show you the path to take to the answer.
• Saves you time and effort.
If you need help....
contact the Thrift Library’s Subject Specialist for Business

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864-231-2049
kmillwood@andersonuniversity.edu
For the Quick Quiz link press START!