Unit 5 Assessment

1. What is the role of a Chief Risk Officer?
2. What is brand equity?
3. Are risk managers responsible for the firms’ losses?
4. Name an example of conflicts of interest between risk managers and the firm.
5. What knowledge must a risk manager have in order to evaluate a firm’s ability to sustain losses?
6. What is a balance sheet?
7. What does a firm’s annual financial report contain?