Assessment Addendum

Sample test M/C questions

Test 1

1. An ethical dilemma is:
   a. whistleblowing
   b. a problem with a clear solution
   c. is always avoidable
   d. a situation to choose between conflicting options

2. Sustainability is a characteristic of a process or state that can be maintained at a certain level
   a. for one lifetime
   b. for a fiscal year
   c. indefinitely
   d. for one season

3. When the Federal Reserve increases the supply of money and reduces interest rates, its main objective is probably to:
   a. redistribute income to help the poor.
   b. stimulate the economy.
   c. help the government acquire more revenue.
   d. reduce the rate of inflation.

4. Which demographics have increased in the workforce in last 30 years?
   a. older workers
   b. more women
   c. more diversity
   d. all the choices

5. Small business are increasing due to:
   a. e-commerce
   b. all the choices
   c. social media
   d. technological advances
Test 2

1. Peter Gabriel, cofounder of WITNESS, started his business to affect people’s lives in human rights issues. His business is an example of
   a. social entrepreneurship
   b. social engineering
   c. commercial finance
   d. global microfinance

2. What contributed to the housing bubble?
   a. high interest rates
   b. all of the choices
   c. decline in lending standards
   d. increased documentation requirements

3. After a bond is in circulation, its market value fluctuates due to
   a. the company's perceived ability to pay
   b. prevailing interest rates
   c. all of the above
   d. the company's financial performance

4. Which is a principle of "open-book" management?
   a. It is important for everyone in the company to understand the financial information
   b. It is too risky to share financial information with employees
   c. Financial information should be known by only the top management.
   d. It is too hard to teach financial information to the employees

Test 3

1. Managerial roles can be grouped into three main categories. Which does not belong?
   a. Interpersonal
   b. Informational
   c. Decisional
   d. Statistical

2. In a workplace setting, motivation can be assessed by measuring four indicators:
3. Contemporary research suggests that motivation stems from four fundamental drives. Which of the following is not one?
   a. drive to bond
   b. drive to defend
   c. drive to resist change
   d. drive to acquire

4. Expectancy Theory proposes the idea that the effort employees put into their work depends on
   a. all of the choices
   b. perceived ratio of inputs to outputs
   c. employee expectations on ability and rewards
   d. high manager expectations

5. If employees express interest in unionizing, the first step is
   Select one:
   a. campaigning
   b. collective bargaining
   c. signing authorization cards
   d. certification election

Test 4

1. Customer satisfaction results when perceived value is
   □ a. above and beyond customer expectations
   □ b. equal to company claims
   □ c. the same as expectations
   □ d. all of the choices

2. Which of the following is NOT a marketing demographic?
   □ Geographic
   □ Psychographic
   □ Economic
   □ Technologic
3. All products move through the product Life Cycle. When a product enters the market, it is in the Introduction stage - features of which include all EXCEPT
- product modifications
- limited distribution
- heavy promotion
- price reductions

4. Which is true concerning Public Relations
- PR is an ongoing effort to create a positive image and relationship with all stakeholders
- PR is not paid for
- PR can be positive or negative
- All of the choices
Part 1: ECONOMIC INDICATORS (25 pts)

An economic indicator (or business indicator) is a statistic about the economy. Economic indicators allow analysis of economic performance and predictions of future performance. Economic indicators include various indices, earnings reports, and economic summaries. One application of economic indicators is to determine the current business cycle.

Directions: 1) Chose 3 major economic indicators to discuss and determine the current economic cycle in the U.S. Include the following for each economic indicator:

- Name and Define the indicator
- Explain how it is used to determine the health of the economy
- State what the current level of the indicator is and what that means
- Additional current information on the indicator

2) Summarize the indicators and express what you think is the current economic cycle.

**The leading business cycle dating committee in the U.S. is the National Bureau of Economic Research (private). The Bureau of Labor Statistics is the principal fact-finding agency for the U.S. government.**

Grading Rubric

<table>
<thead>
<tr>
<th>Score Range</th>
<th>24-25 pts</th>
<th>22-23pts</th>
<th>20-21 pts</th>
<th>18-19 pts</th>
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<tbody>
<tr>
<td>Content</td>
<td>Thorough discussion of 3 measurable economic indicators; current statistics; Appropriate conclusion reached.</td>
<td>Thorough discussion of 3 econ. Inds. Missing 1 statistic, lacking meaningful conclusion</td>
<td>Duplication of indicators, lacking statistics, lacking meaningful conclusion</td>
<td>Lacking research, thorough discussion, current and past statistics, lacking meaningful conclusion</td>
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<td>Sources, grammar, punctuation, spelling</td>
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<td>Sources cited, no errors</td>
<td>1-2 small typos</td>
<td>Sources not cited, errors</td>
<td>Many errors</td>
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<td>Score Levels</td>
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<td>• Is well thought out and supports the</td>
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<td>• Information is clearly focused in an organized and thoughtful manner</td>
<td>• Information supports the solution to the challenge or question</td>
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<td>• Minimal (3 to 5) spelling, grammatical,</td>
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<td>• Provides inconsistent information for</td>
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