

BUSINESS 18 PRE-FINAL

NAME: _____

Class: _____ Time: _____

Grade: _____ # Missed: _____

Multiple Choice: For each of the following questions choose the **best** answer by circling the letter of the answer that best answers the question. Be sure to read the entire question first before answering.

1. Knowing the importance of communication in business is vital to any company's success. Candy Cain is the Chairwoman and CEO of Cain Collections a cosmetic distributor. Mrs. Cain is concerned with companywide communication amongst her employees and has issued a statement to introduce a new company policy that she hopes will foster better communication. In her statement she said that "all employees must be able to send a clear message either verbal or non-verbal." In a case where the receiver of a message does not understand a message, what is likely the problem?
 - A. When a message is communicated it is not meant to be understood.
 - B. There is no need to send the message.
 - C. The message between the employees is taken out of context.
 - D. None of the above.
2. Aaron and Amya are employees at Atlanta's most famous Sandwich Shop. Aaron was born and raised in Atlanta and has always wanted to work at the sandwich shop. He is a very judgmental individual and only agrees with what he believes and interprets as the "American Way." Amya was born and raised in Argentina and recently moved to the US on a student visa to attend the University of Atlanta where she hopes to one day to become an attorney. Amya's culture is a bit different than Aarons. In Amya's culture she has been raised with the unspoken reality that women are responsible for cooking and cleaning. Aaron and Amya tend to be scheduled to work the closing shifts all too often. Amya is a very reliable and hardworking individual and tends to take her time paying attention to details. This attention to detail usually prolongs the cleanup and closing time. This frustrates Aaron he feels that its clean enough and is always passing judgments on Amya's work habits based on her ethnic background and feels she should not be working the evening shift because she takes too long cleaning and they are not able to close when Aaron thinks they should. If you were Aaron's supervision what type of behavior is he demonstrating?
 - A. Ethnocentric
 - B. Racist
 - C. Rude and Inconsiderate
 - D. All the above
3. Lydia is working as a sales associate for a well-known and popular electronic retail outlet. One day a customer comes into the store very upset and requested to see the supervisor immediately. Lydia tried to do her best to calm the customer down in order to understand what the customer was complaining about. The customer was complaining about an item she purchased last week and demanded a refund for the device she purchased. After contacting her supervisor Lydia asked the customer what she can do to help while the supervisor was on her way. The customer stated that she bought a computer and it just stopped working and the purchase was only a week ago. Even though all electronics are final sale, what should Lydia do?

- A. Inform the customer that there is nothing that she can do about this because all sales are final.
 - B. Tell her that she will have to come back tomorrow when she calms down.
 - C. Allow the store supervisor to handle the situation.
 - D. All the above
4. After working for six months as a cashier at Carpenters World Hardware store in California City, Cassandra is extremely miserable at her job. She believes this is due to the fact that she is being harassed by the head cashier Crystal. Crystal is not well known for using proper business etiquette. Crystal is constantly criticizing Cassandra and condemning every move she makes in front of her customers and coworkers. Cassandra feels that these actions are crippling her capability to do her job at her best of her capacity. Cassandra feels Crystal is being stereotypical thinking she is irresponsible and untrustworthy because she is a cheerful eighteen year old student. There is an obvious communication barrier between the two so Crystal is concerned as to which actions to take to solve this crisis. To make matters worse she is concerned about talking to her supervisor Chuck. Chuck believes since he and Crystal have been really good friends for many years it would be best if she would work out her differences with Cassandra in order to not complicate this matter. Cassandra is attending community college and really needs this job yet on the other hand is undecided on what to do. Should Cassandra
- A. quit her job because it is not worth the humiliation.
 - B. tell Crystal off in front of customers just how she humiliates her in front of them.
 - C. insist to speak to the manager and Crystal in order to sort out their differences.
 - D. ask Crystal to meet her at the parking lot after work to take care of the problem.
5. It is well known that it is very important to always cover your assets. When you have a job where important transactions are made, such as, cash transactions, payroll, management, and customer service. It is a good policy to record verbal, written, and monetary transactions. If a situation arises in the future and there is a complaint, misunderstanding, and/or lawsuit, this information can be retrieved and used as proof. It can also stand in a court of law. This information can be kept in a journal. The date, time, person you spoke to, the transaction that took place, what was said and done should be in writing in order to cover your assets. The recordings of these transactions
- A. cannot be used as proof.
 - B. would not be a useful reference it is more of a waste of time than anything.
 - C. is one of the best ways to cover your assets.
 - D. are not necessary.
6. All the children from a local day care are celebrating Chelsea's birthday at Chuck E. Cheese. Chelsea's parents weren't expecting such a huge turnout because 15 children were invited. Her parents didn't consider the fact that the children have older siblings. Due to the high number of people who showed up, Chelsea's parents and the other adults who stayed to help supervise were unable to keep track of every child. Some of the children managed to find their way on the stage with the Chuck E. Cheese band members after being told that they weren't allowed. One of the little boys tripped and fell off the stage, fracturing his arm. When his parents realized the situation, they got very upset and started talking inappropriately to the Chuck E. Cheese staff members who came over to help. In order to properly communicate with the child's parents, which approach should the Chuck E. Cheese staff members consider taking?
- A. The indirect approach
 - B. Do nothing, walk away.
 - C. The direct approach
 - D. All the above
7. While working at Channel 30 News, Betty a Producer had left some documents on her assistant's Brenda's desk for her to make grammar and spell checks. When Betty came back for the updated version Brenda was on the phone. After Brenda finished her conversation, Betty asked her if she had finished the grammar and spelling check, Brenda interrupted her by

saying "I can't deal with the right now!" After returning to her office Betty thought Brenda could have used better business etiquette and said, "I am sorry Betty but I am busy right now I will speak with you in a few minutes." How could Brenda have more effectively communicated in a business environment?

- A. Brenda should have just looked at you with a blank stare and not said a word.
- B. Brenda should have said to Betty, "I am sorry Betty, but I am busy right now I will speak with you in a few minutes."
- C. Brenda should have just ignored you standing at her desk and kept talking on the phone.
- D. All the above

8. Eddie is an employee at Edmonds Music Discount Store. Edmond's is located in Eddie's home town of El Paso, Texas. Edmond's repairs damaged electronic devices as well as sell, buy, and trade all CD's and DVD's, game consoles, and other supplies at lowest possible price. Everyone at Edmond's works effectively to do their jobs and provides customers with exquisite service. Eddie and his fellow employees are flooded with several customers on a daily basis and they are very good at what they do. After years of being in the local market place, they would like to expand nationwide and provide service to customers all around the world. The store needs to develop a marketing strategy to increase their fan base. What is the most effective way to connect with audiences and expand their brand?

- A. Post advertisement in the newspaper and use TV commercials to promote their brand.
- B. Announce their business on the radio."
- C. Put up a website that clients can utilized to purchase their products
- D. Wholesale their products to other companies.
- E. All of the above.

9. Chad, Cindy, and Carolyn were assigned to work as a team to come up with an advertising campaign for a new product for Candy's CupCake Factory. Their team has a very difficult and daunting task to come up with a campaign that compliments their cupcakes. What steps should Chad, Cindy, and Carolyn take in order to successfully collaborate to make the campaign a success?

- A. They should work on this project separately.
- B. Chad and Cindy should work together and tell Carolyn later after they have finished.
- C. Collaborate carefully, agree on project goals, clarify individual responsibilities, establish a clear process and time like to execute this project.
- D. All the above.

10. Tree Nutz Company, a tree nut processing plant which established in 1964, will be closing after this season due in part to financial hardship caused by the down turn in the economy. The majority of all the employees have been with the company for more than 14 years. During their tenure at Tree Nutz, they were treated with respect, received wages that surpassed the minimum set by state and federal laws and many of them received substantial promotions. Michael O'Hare, the CEO announced the bad news to management on an emotional closed door meeting. Mr. O'Hare suggested against letting employees know about the closing of the facility because he does not want to lose valuable employees before the facility closes, since there are still many orders to fill. Richard Truman, HR director of Tree Nutz is truly concerned with Mr. O'Hare's idea and he suggests that the company immediately informs it employees of the facility closing so that they can be prepared and start looking for a new job. Is Mr. Truman acting in an ethical manner?

TRUE FALSE

11. Over the years communication has changed in many ways. Amber is an accountant for a medium sized accounting office in down town Austin Texas. Amber, A savvy young business woman and her boss Adam were having a meeting discussing alternative ways for the associates to communicate with each other and various aspects to improve office etiquette. They would like to be able to reach all associates at all times. Amber suggests that they buy all employees windows mobile smart phones and hire someone to teach them how to use them. Adam likes this idea and purchased all associates a Smartphone, from Best Buy in Amarillo and is going to have a meeting explaining how to use them for work purposes. Best Buy will teach the employee how to use the three step process for a successful e-mail. The associates will learn how to compose an e-mail and the steps it takes to write them. The key points that the trainers will address are how to plan, write and complete an email and the steps it takes to write them well. After the training all associates will be able to access all work files at any time. What other form of effective communication do you think would be good for the accounting office?
- A. The best form of communication would be a text message, due to the fact they all have smart phones and know how to use them.
 - B. A letter would be the best; although it takes longer the associates would be more likely to reply.
 - C. A video blog is the way to go so all associates can see the non-verbal expressions. Expressions tell it all.
 - D. All the above.
12. Allison recently graduated from Arizona State University with an Associate of Arts degree in business. She is seeking a position as an account for an Aspen Marketing Firm – an advertising agency that caters to the Automotive and Telecommunications Industries. She wrote an application letter using the AIDA model to attract the attention of her audience, increase the interest of the agency, and highlight her accomplishments. A week after Allison submitted her application, an associate at the firm called her for an appointment to interview. As a recent graduate, she is lacking work experience in the field and she's a little apprehensive about her ability to satisfy the requirements for the position. What should Allison do to prepare for the interview and maximize her chance at receiving a job offer?
- A. Allison should practice appropriate responses for frequently asked questions; educate herself about the agency and be prepared to acknowledge her negative attributes while framing them in a more positive angle.
 - B. Allison should educate herself about an
 - C. agency; practice appropriate responses for frequently asked questions; but she should be prepared to avoid the subject of her negative attributes entirely.
 - D. Allison should bolster her confidence by reminding herself that she has two years of experience at a university and was an excellent student. Even though she hasn't had work experience in the field, the agency should be eager to hire someone of her caliber. She shouldn't dwell too much on the preparation as she may inadvertently create a mental barrier against her success.
 - E. Allison shouldn't dwell on the interview process. While she should prepare to answer some frequently asked questions, ultimately she needs to improvise. It's impossible to adequately prepare for the unexpected aspects of the interview, and her ability to act without planning is the quality she should hone at this point.
13. Department directors have reviewed all departmental standard work sheets (documents that instruct and illustrate the steps to take from start to finish of a specific job). After editing and updating all standard work sheets and submitting the finished documents to the department directors, a meeting has been scheduled to discuss yet another way to make them more useful to the supervisory and management personal. The department directors want to include a chart that illustrates how much time is needed to complete a job, which one of the following visuals should be used for such purpose?
- A. Linear Chart
 - B. Pie Chart
 - C. Bubbled Diagram
 - D. Gantt Chart

14. Beers, Bears and Boats, a popular tourist attraction located in Brownsville, Washington is known for its beautiful scenic views, hometown brewery, and contentious citing of big brown bears. Because of the current economic conditions, Beers, Bears and Boats, is on the brink of going bankrupt. Closing of this iconic restaurant would be detrimental to small town like Brownsville. In order to survive, Brad the owner, is being forced to eliminate some positions. Effective communicating has never been Brad's strongpoint and delivering these messages is proving to be difficult. After much consideration, Brad has decided to use the indirect approach to transmit his bad news. The first step in using the indirect approach is to consider using a neutral, noncontroversial, statement known as a
- A. An Adjustment Statement
 - B. Buffer
 - C. Claimer
 - D. Psychographics
15. Bryan, a hard working Staples employee wants to buy a new car. He works forty hours a week plus overtime, but it just isn't enough. Later that day he was confronted by his manager, he didn't look very happy. The manager turned to Bryan and told him, "Grab your belongings and follow me." Bryan knew something was wrong so before going to the office he decides to steal the money from the register. Do you think what Bryan did was ethical?
- A. Yes, because he knew that they were not going to pay him for his overtime.
 - B. No, because stealing on the job is truly unethical.
 - C. Yes, because he needs to pay rent and he will be out of a job for a while.
 - D. Both A and B applies.
16. There are three very important steps that you must take to write a successful business email. For example: If Clark is going to write a business email to his boss. He must first take the proper amount of time to write a business email. These are the three steps Clark must take to write a successful email. First Plan ahead before you start writing. Once you begin Writing your email keeps it short and brief. Emails that are long might go off point. When you complete your email, make sure it is addressed to all proper staff members. Therefore, which is the correct way to write a proper successful business email?
- A. Wait till the last moment to write an email so you think it through.
 - B. Let someone else write it for you so as not to make a mistake.
 - C. Plan, Write, & Complete is the proper way to write a successful business email.
 - D. All the above.
17. Adam and Aubrey both work at Apple Inc. In Apache Junction Arizona. One day at work, Aubrey became very frustrated about Adam's work ethic and had finally had enough. Aubrey decided to calmly confront him about some issues that really concerned her about his arrogance and attitude. Aubrey told Adam that she feels his work ethic has become very poor as of late and that he has taken on a self-oriented role within the company. Because of this she has had to carry a much heavier burden and would like him to focus on his work and not get distracted. Aubrey clearly communicated that when he does not do his work it causes her to have a much heavier work load and this puts a large amount of unwarranted stress on her day to day duties. Adam is amazed and astonished that Aubrey feels this way and abruptly tells her that she is being nosy and needs to stay out of his business. Ashley, the office manager noticed this tension between the two one day when they started aggressively arguing with each other during a presentation for a large Asian company. As the situation started to escalate Adam became enraged and started to use obscene language in front of their potential client. What should Ashley do?
- A. Act immediately and escort Adam out of the room and reprimand him for his behavior.
 - B. Let one of the senior managers handle the situation so she will not get in trouble.
 - C. Immediately start yelling at them so she can show her Asian counterparts who's the boss.
 - D. Ask Adam to step out of the room and immediately fire him on the spot.

18. Betty and Bernice are the best of friends as well as co-workers, they both have been employed with Bethany Medical Optics in Birmingham, Alabama for a period of twenty years. Recently Betty was promoted to department manager and is now the boss over Bernice. The previous supervisor has informed Betty about Bernice's poor work habit and has left the responsibility of disciplinary action with Betty. Betty fears that if she uses the direct approach she will jeopardize a friendship of twenty years. On the other hand, Betty feels that if she uses the indirect approach, Bernice will respond on a more personal level rather than a professional one. What course of action should Betty take?
- A. Betty should stay silent about the situation because she values her friendship with Bernice.
 - B. Betty should use the direct approach and consult with her boss regarding the situation because of the conflict of interest.
 - C. Betty should invite Bernice out for dinner and a glass of wine to discuss the problem.
 - D. Betty should terminate Bernice immediately.
19. Beth and Ben work at Brice's Enterprises, they are putting together a big business presentation for a meeting. Their presentation is going to be based on comparing their business to a different business. Their goal is to persuade a business man into investing into their company and not the other. Which visual should they use for their presentation?
- A. A Table.
 - B. A Bar Chart.
 - C. A Diagram.
 - D. A Photograph.
20. After twenty years of hard work and dedication at Caterpillar, Craig has recently been promoted to chief executive officer (C.E.O.). Craig and his committee have been working several months on a new product. They are still in the planning phase. Craig has a teleconference with Mr. Chin from China to see if they can start building a prototype and to discuss the costs of production. During this meeting both men will have to use content listening even if they do not agree with each other. Craig is hoping that after this teleconference that he will have constructive feedback from Mr. Chin. Mr. Chin speaks English as a second language. What should Craig do to make sure this teleconference runs smoothly and that they have the same understanding?
- A. Speak slowly and clearly.
 - B. Learn common phrases in Mr. Chin's language.
 - C. Both A & B.
 - None of the above.