

Quiz #2:
Sample Questions
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Course: *MKT 100*
Title: *Conceptual Foundations in American Enterprise* (3 units)

“You cannot manage what you cannot measure.” (paraphrase)
--Peter Drucker (1909-2005)

Sample Questions

In all questions, state any assumptions you make early in your essay. It is also important that you demonstrate correct language use and grammar.

1. *Part a.* Describe an idea in one chapter of the Collins textbook and describe an idea in another chapter of the Collins textbook. *Part b.* How are the two ideas related, or more specifically, how does one idea complement the other idea to build a successful business enterprise?
2. *Part a.* Describe something important that you learned in one of your classes this semester and describe something important that you learned in *another* one of your classes this semester. *Part b.* How are the two ideas related, or more specifically, how does one idea complement the other idea to improve your quality of living?
3. *Part a.* What was the title and author’s name of the last fiction (e.g., a novel) book you read? Also, in what year did you read the book? *Part b.* Draw an analogy between an idea from that book and an idea from any in-class (curricular) or out-of-class (co-curricular) experience at CSUN.
4. Assume that you see a Brink’s armored truck driving down the street. How much money do you think is in the truck? Define any assumptions you make and show your estimated calculations.
5. *Part a.* What is the thesis (main idea) of the Deresiewicz (Friendship) reading? *Part b.* Beyond the attributes of a *social* friend (personal value), what are the attributes of an *academic* (intellectual value) friend or a *professional* (economic value) friend? *Part c.* What are the strengths and weaknesses of being connected to an academic friend or professional friend via a social network such as Facebook, LinkedIn, or Google+?
6. Democratic thinking is important to the idea of freedom because it encourages participation in government activities, the opportunity to vote, and many other things. How is Economic and Business thinking important to the idea of freedom? As part of your essay, support your argument with an example drawn from a current event.