

**Quiz #3:**  
**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. The Daily News is a newspaper that serves the San Fernando Valley. On the newsstand rack, an advertisement for the newspaper indicates that the Daily News is “candid, concise, and credible”. *Part a.* What do each of these three terms mean? *Part b.* How would you go about evaluating the reliability (consistency) and validity (accuracy) of each of those three terms as they apply to the content in a newspaper or other publication over time?
2. Today’s world uses a variety of technologies to communicate quickly, often measured in seconds: SMS texting, Twitter, social networking sites, email, broadcast news, 24/7 WWW sites, etc. *Part a.* If communication can be measured in seconds, why then is the successful accumulation of skills, knowledge, and abilities for an *academic degree* measured and managed in terms of years? *Part b.* Similarly, why is the successful development of skills, knowledge, and abilities for a *professional career* measured and often managed in terms of decades?
3. Assume for a moment that the pre-Accountancy/Accountancy major were not available at this University. Assume also that you need to remain as a student at CSU Northridge. *Part a.* What *other* major at CSU Northridge would you select and why? Assume for a moment that pre-Accountancy/Accountancy major required a minor as well. *Part b.* What *minor* at CSU Northridge would you select and why?
4. In the instructor’s Management 360 (business juniors) course, a book report is assigned. Each student selects a different book from the CSUN library. Part of the book report completed and submitted by each student is to identify, define, and use in a sentence two difficult words from the student’s chosen book. Since 2006, the ten most difficult words that the students have identified are “paradigm”, “synergy”, “idiosyncratic”, “axiom”, “congruent”, “panacea”, remuneration”, “ubiquitous”, “usurp”, and “acrimonious”. Identify, define, and use in a sentence three of those words.

5. High School classes have titles such as “Math”, “English”, and “History”. Similarly, college classes have titles such as “Math”, “English”, and “History”. Despite the similarity of names, it is possible that the classes are very different—not just harder, but different in other ways as well. Choosing one of the classes above, compare and contrast the High School version of the class and the College version of the class.