

Quiz #4:
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. In her speeches over the past ten years, CSUN President Koester has repeatedly stated that “CSUN is the intellectual, cultural, and economic heart of the San Fernando Valley and beyond.” You have now been a student at CSUN for nearly one semester. Using President Koester’s statement as a scaffold, describe how the values that you hold important have changed in one or more ways.
2. In his email message to students this semester (we read his message earlier in the semester), CSUN Provost Hellenbrand suggests that “...one builds an education [by learning]...to make reasoned arguments..., have sustained focus..., and [craft] the University as a special place.” You have now been a student at CSUN for nearly one semester. Using Provost Hellenbrand’s statement as a scaffold, describe how you will use one or more ideas that you have learned from your classroom or out-of-classroom activities to build your education.
3. A new fast-food business on Tampa Blvd. between Nordhoff and Parthenia called “Five Guys” has just now opened. This business sells hamburgers, fries, and cokes. “Five Guys” is located across the street from a long-established business—“In-N-Out Burger”—which also sells hamburgers, fries, and cokes. Using two different ideas from two different chapters of the Collins textbook, speculate (that is, offer your reasoned opinion) as to why a new “burger” place would open directly opposite a successful “burger” place and believe that it can successfully compete in the Northridge market for hamburgers.
4. Each of us as individuals are consumers, but our focus as business majors at the University is chiefly on ownership. So while CEO Steve Jobs’ death is interesting, understanding Apple as a company is compelling. *Part a.* What criteria would you use to evaluate whether you would buy a share of Apple stock? *Part b.* Of all the criteria, what is the *most important* criterion for the purchase of a stock and why?

5. Approximately 1/3 of the individuals 25 years or older will have earned a Bachelor's degree. That includes the majority of you in this class. You already know that a job is not a career, and a technician is not a professional. Everyone in this class wants to be a professional, manager, or executive (including owning her or his own business). What skills (propensity to complete tasks), knowledge (relevant information and searching), and abilities (demonstrated capacity) can an *educated* person do readily (in an organization or in society) that an *uneducated* person cannot do readily?
6. Barak Obama, the 44th President of the United States, spent part of his undergraduate career at a university (Occidental College) located approximately 30 miles from CSU Northridge. My hunch is that neither he, nor his mother, nor his professors knew that he was going to be President of the U.S. On the other hand, Mr. Obama, his mother, and his professors likely worked very diligently on his success. What do think Mr. Obama did to create success in his undergraduate studies? How do you think his mother supported him? What early skills, knowledge, or abilities might his professors have seen in Mr. Obama that suggested to them that this student could potentially become the most powerful individual in the world?
7. One occasionally hears the phrase "experience is an awful teacher". This is a complicated phrase. Education and experience are often trade-offs. It's possible that some things are better learned in a formal environment such as a university, and some things are better learned by experience. Part a. Compare and contrast "learning through education" and "learning through experience". Part b. Are there some things that can only be learned one way or the other? Explain.