

**BUS 101 Midterm Study Guide**

1. Which of the following will be completed in a group of approximately 17 students?
  - a. Portfolio Project
  - b. Career Connections Assignment
  - c. Businessweek Project
  - d. Knowledge Center Assignment
  
2. Kambiz Raffiee says that an internship is the best way to build your resume in college.
  - a. True
  - b. False
  
3. Pat Ragains indicated that the best source of news on the Knowledge Center website is:
  - a. Business Source Complete
  - b. LexisNexis
  - c. Businessweek magazine
  - d. MARS (Mathewson Automatic Retrieval System)
  
4. If you are requesting a book from the library that has an ISBN beginning with "MARS" it means:
  - a. The information is irrelevant
  - b. It is in storage and can be retrieved using an automated retrieval system
  - c. You need to go to the MARS floor to get the book
  - d. The book is currently checked out
  
5. In 7 Habits, Covey says that the main fault in regards to the Personality Ethic is that:
  - a. People use the Personality Ethic principle to create stronger personal relationships in the workplace
  - b. People are becoming disillusioned with the empty promises of the Personality Ethic
  - c. Your personality is determined for you and there is nothing that you can do to change it
  - d. The Personality Ethic is mainly a result of how peoples' personalities interact with one another, so it is very difficult to make change
  
6. In 7 Habits, Covey explains a new level of deeper thinking that is based on all of the following, EXCEPT:
  - a. Principle-centered
  - b. Character-based
  - c. Outside -in
  - d. Inside-out
  
7. In the 7 Habits reading, Covey discusses two opposing paradigms or ethics, called:
  - a. Habits and Work
  - b. Character and Perseverance
  - c. Personality and Character
  - d. Personality and Habits
  
8. The Businessweek article addressed tin miners from where?
  - a. Gulf of Tonkin
  - b. The Isle of Man
  - c. Bangladesh
  - d. Bangka Island in Indonesia
  
9. Tin is the most common metal used by Apple suppliers.
  - a. True
  - b. False
  
10. Indonesian tin is becoming more desirable for companies hoping to avoid controversy over sourcing materials in:
  - a. Mexico
  - b. Africa
  - c. South America
  - d. Australia
  
11. ESPN's success in the sports broadcasting industry can be most attributed to:
  - a. The fact that it has been around more than 60 years
  - b. The fact that it is own and run by Universal studios
  - c. Their willingness to take risks and invest significant money into new media platforms
  - d. The fact that most athletes and athletic teams choose to be filmed and broadcasted by ESPN
  
12. T/F ESPN experienced high traffic volume during the Olympics because they were one of only 3 television stations to broadcast the live events from London.
  - a. True
  - b. False

13. T/F ESPN executives are fearful to expand on their mobile and web platforms because they believe that it may decrease television viewing and drive down their profits as a result.
- True
  - False
14. According to our speakers Brad, Pam and Tim, how do you position yourself for good opportunities after graduation?
- Stay connected with Jane Bessette and your professors
  - Create a remarkable personal image
  - Do work based in your area of interest
  - All of the above
15. Brad talked about a buzz word that was useful when approaching executives about getting involved with their business. This word was:
- Help
  - Research
  - Experience
  - Collaborate
16. Pam said that this was a way of showing credibility on your resume:
- Internship
  - Sports participation
  - Volunteering
  - All of the above
17. T/F The Career Navigator site that Jane explained can be really helpful for finding long-term career positions for after graduation, but is not useful for finding part-time positions, on-campus jobs or internships.
- True
  - False
18. Habits are defined as the intersection of
- Knowledge, Skills, Desire
  - Character, Personality, Skills
  - Independence, Influence, Concern
  - Maturity, Dependence, Personality
19. Within the 7 Habits Paradigm, the ultimate goal that is located at the top of the diagram (towards Public Victory) is
- Independence
  - Interdependence
  - Dependence
  - None of the above
20. T/F The 7 Habits are separate formulas and are not incremental or sequential.
- True
  - False
21. How many classes make up the pre-business core requirement?
- 6
  - 8
  - 9
  - 10
22. T/F: As a business administration major, it is easy and effective to add a business administration minor.
- True
  - False
23. How many majors are there under the "Business Admin" umbrella?
- 6
  - 8
  - 9
  - 10
24. Which of the following is not required prior to declaring your major?
- Complete the pre-business core
  - Complete Core Humanities
  - Maintain at least a 2.0 GPA
  - All of the above
25. Your current relationship and economic situation would be examples of things that affect you as:
- Psychic determinism
  - Stimulus
  - Genetic determinism

d. Environmental determinism

26. Proactive people effectively focus their efforts on the:

- a. Circle of Influence
- b. Bottom Line
- c. Stimulus
- d. Circle of Concern

27. All of the following are examples of statements that could be made that contribute to the Social Mirror, except:

- a. You have always been such a good student
- b. The teacher definitely favors you
- c. We have a difficult time communicating effectively
- d. You are difficult to communicate with

28. According to the article, the original intent of Davidson's financial decisions was to make college more affordable, but the decisions also proved to be what?

- a. A way of attracting different professors
- b. A recruitment tool
- c. A benefit to their sports programs
- d. None of the above

29. The article noted the trend that at Davidson, students graduating with little to no student debt left students in less of a hurry to what?

- a. Help
- b. Graduate in four years
- c. Secure a high paying job
- d. Collaborate

30. T/F Davidson receives considerably less endowment money than most of the Ivy League schools?

- a. True
- b. False

31. Which of the following is not on the "The Big Four" Accounting Firms?

- a. PricewaterhouseCoopers
- b. Galloway & Sons
- c. Ernst & Young
- d. Deloitte

32. All of the following are parts of the CPA exam, except?

- a. Auditing & Attestation
- b. Financial Accounting & Reporting
- c. Public Handlings
- d. Regulation

33. T/F The requirements and CPA exam policies differ per state

- a. True
- b. False

34. UNR's College of Business and Accounting Department are both accredited by which of the following associations?

- a. American Accounting Association (AAA)
- b. Association to Advance Collegiate Schools of Business (AACSB)
- c. American Institute of Certified Public Accountants (AICPA)
- d. Federation of Schools of Accountancy (FSA)

35. In 7 Habits, Covey says that beginning with the end in mind is based on the principle that:

- a. All people know exactly what they want out of life
- b. If you can visualize something, you can make it happen
- c. All things are created twice
- d. Taking one step at a time results in efficiency

36. In terms of leadership and management:

- a. They are the same thing
- b. Leadership is just really good management
- c. Management is doing things right; Leadership is doing the right things
- d. Management deals with the top line focus: "What are the things I want to accomplish?" and leadership deals with the bottom line focus: "How can I best accomplish certain things?"

37. Covey explains that the most solid foundation you can create for yourself is a result of being:

- a. Self-centered
- b. Pleasure-centered
- c. Principle-centered
- d. Family-centered

38. T/F According to the Businessweek article, Musk's success is especially impressive considering he had no formal higher education
- True
  - False
39. Musk created a startup called X.com which later became which of the following?
- Pandora
  - PayPal
  - Quickbooks
  - Zip2
40. T/F Tesla is promoting their Model S (a sedan that seats 7) by placing a large amount of inventory on well-known conventional dealerships:
- True
  - False
41. The Internet was initially developed in the:
- Late 1950's – early 1960's
  - Late 1960's – early 1970's
  - Late 1970's – early 1980's
  - Late 1980's – early 1990's
42. What percentage of people in North America are connected to the Internet?
- 33%
  - 57%
  - 79%
  - 96%
43. Which of the following are considered to be Information System's Components?
- Hardware
  - Data
  - People
  - All of the above
44. T / F: Information and Data are the same thing.
- True
  - False
45. Stephen Covey's Time Management Matrix is based on:
- Urgency
  - Importance
  - Both A & B
  - Neither A nor B
46. Covey says this Quadrant is the most effective:
- I (Urgent/Important)
  - II (Not Urgent/ Important)
  - III (Urgent/Not Important)
  - IV (Not Urgent/Not Important)
47. T / F: In Covey's opinion, the best way to manage your time is on a weekly basis.
- True
  - False
48. Rubinomics, Robert Rubin's signature economic philosophy can best be defined as:
- A tax policy that increases the money allotted of government subsidized products
  - A mixture of tax increases and spending cuts, driving borrowing rates down
  - A decrease in taxes meant to accelerate spending and stimulate the economy
  - None of the above
49. Upon termination of Rubin's US Treasury Secretary position, he went to work for:
- Lehman Brothers
  - JPMorgan
  - Merrill Lynch
  - Citigroup
50. Rubin is most heavily criticized for the decisions that he made towards the end of his career regarding:
- Stakeholder Dividends
  - Mortgage Loans
  - Student Loans
  - All of the above