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QUESTION 1

Which of the following is not a barrier to effective communication?

A. Filtering.

B. Communicationoverload.

C. Similar frames of reference.

D. Lack of source credibility.

Correct Answer: C

QUESTION 2

Groups have often evolved by self-set standards of performance and behavior, usually based on the personal and social backgrounds of the individuals on the job. This establishment of a group culture is referred to as developing:

A. Role models.

B. Cohesiveness.

C. Conformity.

D. Norms.

Correct Answer: D

Norms are the standards of behavior adopted by a group when it is in its early stages. The norms of the group are often a composite of the personal and social backgrounds of the individuals who comprise the group.

QUESTION 3

Structural considerations affecting the threat of substitutes include all of the following except:

A. Relative prices.

B. Brand identity.

C. Cost of switching to substitutes.

D. Customers\\' inclination to use a substitute.

Correct Answer: B

Substitutes are types of goods and services that serve the same purpose. All products that can replace a good or service should be considered substitutes. For example, bicycles and cars are substitutes for public transportation. Structural considerations determine the effect substitutes have on one another. However, because substitutes are types (not brands) of goods and services that have the same purposes, brand identity is not a structural consideration affecting the threat of substitutes.

QUESTION 4

Which of the following factors would reduce dissatisfaction for a management trainee but would not particularly motivate the trainee?

A. A sense of achievement.

B. Promotion.

C. Recognition.

D. An incremental increase in salary.

Correct Answer: D

QUESTION 5

A key advantage of developing a computer application by using the prototyping approach is that it:

A. Does not require testing for user acceptance.

B. Allows applications to be portable across multiple system platforms.

C. Is less expensive since it is self-documenting.

D. Better involves users in the design process.

Correct Answer: D

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