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QUESTION 1

Which of the following is false with regard to Internet connection firewalls?

- A. Firewalls can protect against computer viruses.
- B. Firewalls monitor attacks from the Internet.
- C. Firewalls provide network administrators tools to retaliate against hackers.
- D. Firewalls may be software-based or hardware-based.

Correct Answer: A

QUESTION 2

When uncertainty about an industry's future is greatest and other markets for the firm's assets are favorable, it should most likely follow a:

- A. Harvest strategy.
- B. Quick divestment strategy.
- C. Leadership strategy.
- D. Niche strategy.

Correct Answer: B

A quick divestment strategy assumes that the highest net recovery is obtained by sale early in the decline phase. It is then that uncertainty about the industry's future is greatest and other markets for the assets are most favorable. Indeed, divestiture may be indicated during the maturity phase prior to decline. But the firm risks being wrong about the onset of the decline phase. Quick divestment should be chosen when the industry structure is unfavorable, and the firm lacks strengths in the remaining pockets of demand.

QUESTION 3

In a report, an internal auditor stated that communication in the audited area was poor with employees deciding in advance which information should be given to management so as to present themselves in the best possible light. This is an example of:

- A. Filtering.
- B. Selective perception.
- C. Emotion.
- D. Language.

Correct Answer: A



Filtering of a message is the sender's manipulation of information so that it will be viewed more favorably by the receiver. Filtering is a typical problem in upward communication, e.g., from employee to manager.

QUESTION 4

What must be monitored in order to manage risk of consumer product inventory obsolescence?

1.

Inventory balances.

2.

Market share forecasts.

3.

Sales returns.

4.

Sales trends.

A. 1 only

B. 4 only

C. 1 and 4 only

D. 1, 2, and 3 only

Correct Answer: C

QUESTION 5

"But I mailed the order 4 weeks ago, giving the supplier plenty of time," said the parts manager when asked why a critical part was not available. The most likely reason for this failed communication between the parts manager and the supplier was?

A. Lack of feedback.

B. Confusing language.

C. Inappropriate medium.

D. Perceptual selectivity.

Correct Answer: A

The effectiveness of communication can be determined only by the sender seeking feedback and observing the impact of the communication on the receiver. The sender is obligated to solicit feedback to ensure that the communication process is complete. The receiver should give feedback to the sender. The importance of feedback to check the effectiveness of the communication process indicates the limitations of one-way communications e.g., memos).



Effectiveness can only be measured when the sender perceives a change in the receiver's behavior. Thus, the parts manager (the sender) should have sought and the supplier (the receiver) should have provided, feedback.

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