

## Test Bank

### *Foundations of Business Thought –1/e*

#### Section I: Introduction

1. Thoreau believed that books must be read as deliberately and reservedly as they were written.
  - a. True
  - b. False
  
2. Thoreau also believed that three-dimensional sculpture was the work of art nearest to life itself.
  - a. True
  - b. False
  
3. Francis Bacon believed we should study primarily for which of the following reasons?
  - a. To advance economically
  - b. To learn the difference between right and wrong
  - c. To discover truth
  - d. To weigh and consider
  
4. What did Francis Bacon say about learned men as opposed to expert men?
  - a. Learned men can execute while expert men are consultants
  - b. Learned men are better at managing businesses while expert men are better at the day-to-day operations
  - c. Learned men will most likely become wealthier than expert men
  - d. Learned men are better at making judgments while expert men execute
  
5. Who wrote the following: “Read not to contradict nor to believe, but to weigh and consider.”
  - a. Thoreau
  - b. DuBois
  - c. Aristotle
  - d. Bacon
  
6. While at Walden, Thoreau read “one or two shallow books of travel”. How did he feel about this pastime?
  - a. He was ashamed of himself
  - b. He found them interesting because they helped him explore his mind
  - c. He was angry because it kept him from his work
  - d. He believed the knowledge he gained would be helpful in social interaction with his neighbors

7. According to Thoreau, which of the following is the choicest of relics?
  - a. A building
  - b. A painting
  - c. Nature
  - d. The written word
  
8. W. E. B. DuBois believed that the universities of the American post-Civil War South should focus on which of the following?
  - a. Creating prosperity
  - b. Rebuilding the infrastructure destroyed by the Civil War
  - c. The formation of broad ideals
  - d. Making teachers of us all
  
9. According to W. E. B. DuBois, the rebuilding of the South after the American Civil War lacked a foundation. What did he believe was the missing foundation?
  - a. Knowledge and culture
  - b. Universities
  - c. Money
  - d. Political leadership

## **Section II: Motivation for the Development of Commerce**

1. Thoreau thought that “simplicity, simplicity, simplicity” held the keys to understanding the universe, solving poverty, and overcoming weakness.
  - a. True
  - b. False
  
2. Christopher Columbus noted in his diary the observation regarding individual values that the native Indians he discovered were open with the Spaniards were greedy and disorderly.
  - a. True
  - b. False
  
3. John Locke believed that God gave the world to men in common but only those who used and cultivated it could gain title to it.
  - a. True
  - b. False
  
4. John Ruskin believed that the way to wealth was through the exercise of power.
  - a. True
  - b. False

5. Gordon Gecko's speech about greed, in the film Wall Street, stressed the importance of greed to the development of a healthy economy.
  - a. True
  - b. False
  
6. Henry David Thoreau believed that only when we acquire the "necessaries of life" will we be able to focus on the true factors which bring us happiness and wealth.
  - a. True
  - b. False
  
7. The Diary of Christopher Columbus underscores that people are simple organisms with a single focused motive for why they do things.
  - a. True
  - b. False
  
8. Thoreau believed that the "necessaries of life" include food, shelter, clothing, and wealth.
  - a. True
  - b. False
  
9. What happened in the end with the Once-Ler in the Dr. Seuss story, "The Lorax", most closely resembles the message given in the following thought:
  - a. This statement by Rand: "Until and unless you discover that money is the root of all good, you ask for your own destruction."
  - b. This statement by Emerson: "But, though light-headed man forget, remembering matter pays her debt."
  - c. This statement by Thoreau: "Time is but the stream I go a-fishing in."
  - d. This statement by Ruskin: "The art of making yourself rich, in the ordinary mercantile economist's sense, is therefore equally and necessarily the art of keeping your neighbor poor."
  
10. The Indian described in Thoreau's Walden:
  - a. Was the victim of discrimination on the part of his industrious white neighbor
  - b. Was the victim of poor market research on his own part
  - c. Was the victim of his inability to push (or create) the demand in his industrious white neighbor
  - d. A and B
  - e. B and C

11. What most clearly resembles what Emerson meant when he said, “matter will pay her debt”?
- When we plant the seeds of growth, we will enjoy all the benefits of the harvest
  - When we go against the nature of things, our path will not be there forever
  - When we decide to not pay off our debts, the interest we will be asked to pay will be at an unnatural level
  - When we remove Gyges’ ring, we will ultimately be found out
12. Which of the following statements most closely fits: Larry the Liquidator in the film, “Other People’s Money,” did not feel that:
- The Once-Ler in the film, “The Lorax,” was right
  - Gordon Gecko in the film, “Wall Street,” was right
  - Mr. Jorgensen in the film, “Other People’s Money,” was right in his emphasis on people instead of profits
13. Fray Bernardino De Sahagun wrote that the Aztec merchants of his day “...find out where the feathers and the precious stones can be had, or the gold; there they purchase them and take them to where they are worth a great deal.” This activity of a merchant most closely resembles the description of a merchant offered by:
- Plato
  - Aristotle
  - Emerson
  - Smith
  - Seuss
14. Christopher Columbus had many motives for his visit to the New World as outlined in his diary. Which of the following was one of his motives:
- Establishing a new territory in the name of Italy
  - Converting the Indians to Buddhism
  - Trade
  - Locating the source of silver he observed on the natives
  - Having a city in Ohio named after him

15. At the end of “The Lorax” movie, the Once-Ler realized:
- That “biggering” and “biggering” was the best long term way of maximizing all of his stakeholders’ benefits, including his stockholders, his employees, his customers, and the community
  - That in the end, Emerson was right to “bind the strengths of Nature wild to the conscience of a child.”
  - That the rule of “impera parendo” seemed to apply to him as well
  - A and B
  - B and C
16. Chief Joseph’s story about a white man buying Joseph’s horses from Joseph’s neighbor instead of from him illustrates the notion that:
- Chief Joseph’s neighbor had better horses and, therefore, quality dominates proximity
  - Chief Joseph’s neighbor had title of Joseph’s horses and that title determines who can sell the property
  - The Government has the right to sell the land the Indians occupied since Joseph’s neighbor had the right to sell Joseph’s horses.
  - The Government does not have the right to sell the land the Indians occupied just as Joseph’s neighbor didn’t have the right to sell Joseph’s horses
17. Columbus wanted to convince the King and Queen of Spain that his journey across the ocean was profitable so that they would finance a return trip.
- True
  - False
18. Thoreau believed that we would all be more satisfied with our lives if we lived the same way he did.
- True
  - False
19. Which negative event did Columbus portray in a positive light in his “diary”?
- The loss of a ship
  - The death of a Spanish soldier
  - The death of an Indian
  - The failure to find the source of the gold
20. In the *Diarios*, Columbus tells us he ordered a tower and fort built for which reason?
- To train the natives in the ways of Spain
  - To provide a warehouse for goods obtained from the natives
  - To protect the Spanish from attacks by the natives
  - To defend the island from attacks by pirates