Course Title: *You've Got This!*

Chapter Number: Module 01: Managing Your Career

Package Title: You Got This Module 1, Testbank

Question type: Multiple-Choice

1) You manage a group of people from all five working generations. In a recent meeting, Amy reacted negatively to the news of mandatory overtime for an important project. Though she knows this project is of utmost importance to the company, she is concerned that the workload may complicate her work/life balance. Fellow employees have heard her on the phone saying she might quit. Into which generational group does Amy most likely fit?

a) Generation X

b) Generation Z

c) baby boomer

d) traditionalist

Answer: a

Difficulty: Medium

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

2) You manage a group of people from all five working generations. You find two employees feuding over a printer without paper. Sadie, the new group assistant, says menial tasks are beneath someone with an Ivy League degree. Long-term employee Michael argues that the task is part of Sadie's job and that she "must pay her dues" before being awarded more important tasks. Into which generational group does Michael most likely fit?

a) Generation X

b) Generation Z

c) baby boomer

d) Millennial

Answer: c

Difficulty: Medium

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

3) You manage a group of people from all five working generations. The makeup of your work group matches the percentage breakdown of the current U.S. workforce. Which type of communication style would be preferred by the generation with the most people?

a) IM

b) email

c) social media

d) text

Answer: b

Difficulty: Medium

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

4) You manage a group of people from all five working generations. While you are at a meeting across the country, you get word that one of your Millennial-aged employees has successfully completed a difficult project. If you had to choose one way to show your approval, which would be best?

a) Make a notation in their yearly performance review.

b) Leave a handwritten letter on their workspace when you return.

c) Send them a congratulatory text.

d) Publicly congratulate them at the next company meeting.

Answer: c

Difficulty: Medium

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

5) You manage a group of people from all five working generations. Assuming newly hired Selena is typical of those from Generation Z, what is the best way to interact with her as she begins work?

a) Stop by her desk several times throughout the day.

b) Call her each morning to see if she has questions before she begins work.

c) Assign a Millennial-aged coworker to shadow her for a few weeks and report back to you.

d) IM her occasionally to check in and give her as much independence as possible.

Answer: d

Difficulty: Medium

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

6) Lindsay is pursuing a career as a technical writer. At her university, she managed a team of editors in the writing lab and has been a guest lecturer in undergraduate classrooms. She has several interviews for professional jobs. Unfortunately, she was 10 minutes late for her first interview due to heavy traffic and she ran out of time before mentioning several important points. Which NACE career readiness competency does Lindsay still need to master?

a) career and self-development

b) critical thinking

c) leadership

d) professionalism

Answer: d

Difficulty: Medium

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

7) Hao has an impressive resume. He is president of several prestigious university organizations and his grades in his engineering courses are remarkable. He arrives for his interview a bit early, is well-dressed, and has a nice handshake. Unfortunately, his answers to your standard interview questions were rambling and uninformative. Which NACE career readiness competency does Hao still need to master?

a) career and self-development

b) critical thinking

c) teamwork

d) professionalism

Answer: a

Difficulty: Medium

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

8) Jalen works as evening supervisor at a local coffee shop while he finishes college. His first interview for a professional position went well. When the interviewer calls his references, she learns that Jalen has been delegating work to a few employees in anticipation of their promotions to supervisors. In which NACE career readiness competency does Jalen excel?

a) technology

b) critical thinking

c) leadership

d) teamwork

Answer: c

Difficulty: Medium

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

9) Tyrique is a biomedical engineering student interviewing for an evening position at a call center. During the interview, you find Tyrique engaging and polite. He explains his studies and career goals to you using terminology and examples that are easy to understand. In which NACE career readiness competency does Tyrique excel?

a) critical thinking

b) communication

c) leadership

d) teamwork

Answer: b

Difficulty: Medium

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

10) You manage a group of people from all five working generations. Fifty-eight-year-old Stephen has been with the company for 30 years and has excellent computer skills, but his social media knowledge is limited. What is the best way to improve Stephen's skill set and facilitate better working relationships in your group?

a) Create a co-mentoring program with Stephen and newly hired, twenty-year-old Harper.

b) Send Stephen and others of his generation to a formal training program.

c) Incentivize the entire group for increased use of social media platforms in work-related situations.

d) Begin using social media platforms to communicate within the work group.

Answer: a

Difficulty: Hard

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

11) Your friend manages a group of people from all five working generations. Every few weeks, after completion of a big project, he organizes a company-sponsored happy hour after work. His goal is to offer his thanks and to motivate his employees. He is concerned that attendance at these happy hours is slowly declining and asks for your advice. What is your best response?

a) Remember that employees from different generations typically are motivated by different things. Try mixing up your rewards with workday lunches, coffee breaks, time off, and so forth.

b) Mandate attendance at each happy hour and remind employees that joint activities are a good way to create a cohesive, collaborative team.

c) Continue as is, since the employees in attendance likely are the ones most responsible for the project's completion.

d) Eliminate these kinds of tangible rewards since it is nearly impossible to please an entire multigenerational workforce.

Answer: a

Difficulty: Hard

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

12) You manage a work group consisting primarily of baby boomers and Generation Xers who function well as a team. You truly enjoy your work. You are looking to fill a few open positions and are excited by interest from Meghan, a Millennial with very impressive credentials and a variety of relevant work experiences. Your interview with Meghan was different from any other. Her personality is overpowering; she tried to control the entirety of the interview. Your gut tells you that Meghan is a know-it-all. What is the best course of action and reasoning?

a) Decline to hire Meghan since she seems like neither a good fit for your culture nor a good colleague.

b) Decline to hire Meghan because your well-formed work group could be negatively challenged by her Millennial ways of thinking.

c) Hire Meghan because her competencies and aptitudes are outstanding.

d) Hire Meghan because her age and experiences will add diversity to your workforce.

Answer: a

Difficulty: Hard

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

13) You manage a work group consisting primarily of Generation Xers and Millennials who function well as a team and often socialize outside of work. To fill an open position, you interview Roberto, a baby boomer with excellent credentials and relevant work experience. The interview goes well. You genuinely like him. When you ask Roberto to name a weakness of his, he says former coworkers have described him as aloof. He explains that he is introverted and needs a little alone time to recharge each day, but that he is interested in building relationships with colleagues. What is the best course of action and reasoning?

a) Decline to hire Roberto since he seems like neither a good fit for your culture nor a good colleague.

b) Decline to hire Roberto because your well-formed work group could be negatively challenged by his baby boomer ways of thinking.

c) Hire Roberto because he is qualified, likeable, and self-aware.

d) Hire Roberto because his age and experiences will add diversity to your workforce.

Answer: c

Difficulty: Hard

Learning Objective 1: 01-01 Define career readiness and the forces behind it.

Section Reference 1: Becoming Career Ready

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

14) Najee works in IT for a national insurance company. Which of the following experiences would Najee most likely consider part of his career path?

a) an engineering class in college that required basic programming skills

b) endless hours playing *Animal Crossing* on a Nintendo Switch

c) working as a teacher's aide in an elementary school computer lab

d) listening to other family members talk about their work in the insurance industry

Answer: a

Difficulty: Medium

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

15) Garrison teaches high school science. Which of the following experiences would Garrison most likely consider part of his career path?

a) an English class in college that required reading Shakespearean plays

b) volunteering as activities director at a Boy Scout camp

c) participating in choir as a youth

d) working as a custodian at a McDonald's restaurant

Answer: b

Difficulty: Medium

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

16) Joi is a loan officer for a local bank. Which of the following experiences would Joi most likely consider a job—and not part of her career path?

a) working one month as a toll booth attendant

b) taking a series of finance classes in college

c) volunteering as treasurer for an elementary school PTA

d) interning as a bank analyst's assistant

Answer: a

Difficulty: Medium

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

17) How are jobs and careers similar?

a) Both are based on passions.

b) Both provide monetary incentives and worthwhile experiences.

c) Both require education and training.

d) Both aim toward a larger goal.

Answer: b

Difficulty: Medium

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Analysis

Question type: Multiple-Choice

18) For the past two years, Yue has worked in customer service for a national retail chain. She makes minimum wage and works 25–35 hours per week while attending evening classes at the local university. Yue's goal is to become a buyer for the chain and believes this experience is the beginning of her professional journey. Which of the following correctly categorizes Yue's work as part of her career?

a) the length of her experience at the company

b) her earning and growth potential

c) her perception

d) the evening classes she is taking

Answer: c

Difficulty: Medium

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

19) To help pay for college, Deke spent two years working the carousel at a local amusement park. Upon graduating with an accounting degree, Deke is interviewing for a job with Auditing Firm USA. What is the best way to determine if the amusement park job is a part of Deke's career path?

a) if Deke participated in training programs to benefit his work at the park

b) if Deke was able to pay for college with money earned from the job

c) if Deke perceives the job as benefiting his future employment

d) if Auditing Firm USA perceives Deke's early job skills as beneficial to a job with the firm

Answer: c

Difficulty: Medium

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

20) While in high school, Mikayla began teaching dance classes to preschoolers. In college, Mikayla worked for a daycare center while taking classes in early childhood education. Since graduation, she has begun working as a server at a local restaurant. Which of the following would Mikayla most likely categorize as a job?

a) her college coursework

b) teaching dance classes

c) working at a daycare center

d) serving restaurant patrons

Answer: d

Difficulty: Medium

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

21) While in high school, Sandro worked with a landscape company. In college, he studied botany while working as a bartender, a tutor, and a furniture mover. Today, Sandro works at a biotech company that uses plants to synthesize products. Which of the following jobs would Sandro most likely categorize as a part of his career?

a) landscaping

b) bartending

c) tutoring

d) moving furniture

Answer: a

Difficulty: Medium

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

22) While in high school, Tomas worked as a grocery store clerk and a babysitter. In college, he studied communications while working as a delivery driver and interning with a computer game manufacturer. Today, Tomas works as a college eSports coach. Which of the following jobs would Tomas most likely categorize as a part of his career?

a) grocery store clerk

b) babysitter

c) delivery driver

d) computer game intern

Answer: d

Difficulty: Medium

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

23) For the past ten years, Drew has worked in the accounting practice started by his grandfather and now run by his father and older sister. While Drew enjoys spending work time with his family, he finds he is energized most by the remodeling projects he undertakes around his house. Currently, he is contemplating leaving the family business and working at as a home remodeling specialist. What is the best career advice you can give Drew?

a) Before quitting, experiment with the new field by performing "freelance" remodeling work for a few people first. Ensure that remodeling for others is as rewarding as doing so for yourself.

b) Quit the family business and follow your passion, which is clearly home remodeling. Take classes to develop your skill set.

c) Remain employed in the family business. You have spent a decade developing your skills and creating experiences that will not translate into the remodeling field.

d) Combine your skill set with your passion and look for accounting opportunities with home improvement companies.

Answer: a

Difficulty: Hard

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

24) In 2020, a global pandemic led to the creation of new types of jobs. Based on your reading, what conclusion can you draw?

a) Well-honed soft skills can lead to success in times of crisis.

b) The creation of new job types requires many well-developed hard skills.

c) New job types are unlikely to lead to new careers.

d) New types of jobs were created to match the values of people most affected by pandemic restrictions.

Answer: a

Difficulty: Hard

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

25) For five years, Minerva worked as a nurse in a large urban hospital. She was energized by her work helping elderly patients and their families. But, because second-shift work with a new baby at home was draining, Minerva left to become a travel agent. Unfortunately, over her ten years there, Internet travel sites became more popular and her business declined. She now is contemplating another career shift. What is the best career advice you can give Minerva?

a) Before quitting, spend time discovering your passions and developing a new skill set.

b) Quit the travel business and follow your passion, which is clearly nursing in a hospital setting.

c) Continue in the travel business. Though it is in decline, there is still a viable market. You can consider making a career change later.

d) Before quitting, seek out the advice of others who work in different types of eldercare.

Answer: d

Difficulty: Hard

Learning Objective 2: 01-02 Describe the difference between a job and a career.

Section Reference 2: A Job Versus a Career

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

26) Which of the following is the best example of a hard skill?

a) Javier passed the CPA exam.

b) Kendall assisted her manager with planning a work group outing.

c) Lars always attends club meetings, even the last-minute ones.

d) Mischa acclimates to any type of group environment in which she finds herself.

Answer: a

Difficulty: Medium

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

27) Which of the following is the best example of a soft skill?

a) Nigel is fluent in Mandarin, which he uses often at work.

b) Olive speaks to her supervisor with respect.

c) Priya teaches statistics in the evenings.

d) Quentin uses a database to manage his sales contacts.

Answer: b

Difficulty: Medium

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

28) Which of the following represents the best difference between a hard skill and a soft skill?

a) measurability

b) impact on personal values

c) usefulness in goal achievement

d) relevance to employers

Answer: a

Difficulty: Medium

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Analysis

Question type: Multiple-Choice

29) Which of the following represents the best similarity between hard and soft skills?

a) Both are quantifiable.

b) Both are interpersonal skills.

c) Both are easily defined.

d) Both are important to potential employers.

Answer: d

Difficulty: Medium

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Analysis

Question type: Multiple-Choice

30) You have always been fascinated by the stock market. You follow the daily stock reports, keep up with the news, and listen intently to well-informed others. Because you have never quite understood all the intricacies of stock trading, you have avoided working in the field. Which of the following is a key component for career satisfaction in which you are lacking?

a) values

b) passion

c) proficiency

d) self-awareness

Answer: c

Difficulty: Medium

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

31) Kara is a freelance artist whose work is her sole source of income. Though her work is in high demand, Kara often turns down projects because she knows she is not good at juggling multiple projects and deadlines. In this example, Kara can best be described as

a) extrinsically motivated.

b) passionate.

c) proficient.

d) self-aware.

Answer: d

Difficulty: Medium

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

32) Emilia is a highly paid and sought-after interior designer and works at a prestigious firm. Her work often requires 60-hour weeks, which leaves her little time for her family. She is willing to make sacrifices in her life because she is energized by the act of transforming rooms into works of art. Which type of work value keeps Emilia motivated and engaged?

a) lifestyle

b) proficiency

c) extrinsic

d) intrinsic

Answer: d

Difficulty: Medium

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

33) Kobe is a highly paid attorney. His work often requires 80-hour weeks, which leaves him little time to socialize. He is willing to make sacrifices in his life because he is energized by the idea of working at a prestigious firm. Which type of work value keeps Kobe motivated and engaged?

a) lifestyle

b) proficiency

c) extrinsic

d) intrinsic

Answer: c

Difficulty: Medium

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

34) Which of the following people most likely is motivated by a lifestyle value?

a) Travis coaches a basketball team because he enjoys winning games.

b) Kelsey works as a flight attendant because she wants to travel the world.

c) Kendra volunteers at a nursing home to help others.

d) Timothy searches for a new job with better promotional opportunities.

Answer: b

Difficulty: Medium

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

35) Based on your reading, which of the following statements most accurately describes a conclusion that can be drawn about soft skills?

a) They closely resemble the National Association of Colleges and Employers (NACE) career readiness competencies.

b) They tend to be skills most lacking in individuals from Generation Z.

c) They can be used to denote the difference between a job and a career.

d) They closely resemble intrinsic work values.

Answer: a

Difficulty: Hard

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

36) Based on your reading, you can conclude that things you are passionate about

a) give you energy.

b) create tension among your personal values.

c) lead you to your perfect career.

d) are also those in which you are most proficient.

Answer: a

Difficulty: Hard

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

37) Pedro works as an auditor for a top accounting firm. He is well paid and respected among his peers. His work has required him to travel the country and be gone from home for weeks at a time. While Pedro enjoys his work, he is contemplating making changes now that his spouse is expecting their first baby. He would like to spend more time at home with his young family. What is the best advice for Pedro?

a) Since he is passionate and proficient in the accounting field and motivated by lifestyle values, Pedro should seek an accounting job that does not require travel.

b) Since he has lost his passion for the accounting field and is motivated by lifestyle values, Pedro should seek a new job that does not require long hours away from home.

c) Since he is passionate and proficient in the accounting field and motivated by extrinsic values, Pedro should seek a promotion in the accounting field that will provide more money for his growing family.

d) Since he is passionate about accounting, but lacks proficiency and is motivated by intrinsic values, Pedro should seek a new job that is more suited to his skill set.

Answer: a

Difficulty: Hard

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

38) Lynnette is a junior in college and majoring in marketing. She works hard to maintain a 4.0 GPA. So far, Lynette has most enjoyed her advertising courses and is seeking an internship in a local advertising firm. This semester, she is taking a sales class and her professor is so impressed with Lynnette's grasp of the subject matter that he suggests she consider a career as a sales rep. Though she finds the sales material boring, Lynnette likes the idea of being paid on commission, which shows that her employers recognize her value to the company and provide pay commensurate with her effort. She is hesitant, though, because she knows that for her, talking to unfamiliar people all day every day will be draining. What is the best advice for Lynnette?

a) Though she is proficient in the study of the sales field and motivated by extrinsic values, Lynnette shows no passion for a career in sales. She should continue to seek an internship in advertising.

b) Since she shows a passion and proficiency for the sales field, and is motivated by lifestyle values, Lynnette should seek an internship to learn more about sales.

c) Though she is neither passionate nor proficient in the sales field, Lynnette is motivated by intrinsic values and should continue to seek an internship in advertising.

d) Since she is passionate about sales, but lacks proficiency and is motivated by extrinsic values, Lynnette should take more sales-related coursework to increase her hard skills.

Answer: a

Difficulty: Hard

Learning Objective 3: 01-03 Identify three key components of career satisfaction.

Section Reference 3: Identifying Three Key Components of Career Satisfaction

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

39) Ben, a fellow student, is always sloppily dressed, sneaking looks at his phone, and rarely prepared. From your perspective, he seems to be very popular with his peers and viewed as a partying slacker. One weekend, you happen upon Ben and his family at a formal function where Ben is unfailingly polite and respectful, immaculately dressed, and attentive to his elders. Which of the following statements most likely describes Ben's actions?

a) Ben modifies his personal brand based on his target audience.

b) Ben has not spent much time working on his personal brand.

c) The way Ben shows his respect for others should be viewed from a Generation Z lens.

d) When creating his personal brand, Ben ignores the impact first impressions can make.

Answer: a

Difficulty: Medium

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

40) Bea is interviewing for her first full-time job after college. Her recent interview was very successful. Her resume and GPA are impressive. Her internship experiences are relevant. She arrived early for the interview, dressed impeccably, and communicated well. She felt she made a good impression. Bea later discovered she did not get the job after the interviewer looked at her social media accounts. What is the most likely reason the interviewer rejected Bea?

a) The personal brand Bea presented via her social media accounts did not match the one she presented in the interview and was not a good fit with the organization.

b) The interviewer rejected the personal brand Bea presented in the interview and via her social media accounts.

c) The interviewer likely is of an older generation that negatively views employees with a social media presence.

d) The interviewer was concerned about the lifestyle values revealed via Bea's social media presence.

Answer: a

Difficulty: Medium

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

41) Based on personal branding alone, which of the following employees would be best positioned to receive a boss's recommendation for coveted opportunities?

a) Ricardo completes many tasks well under budget, but is often behind on deadlines. Colleagues have learned to gauge his stress levels and interact with him accordingly.

b) Stella quietly completes every task on time and on budget. Colleagues know she will not talk down to them and will make jokes at her own expense to lighten the mood.

c) Tu completes every task on time and on budget. Because Tu spends a great deal of time out of the office on personal business, his colleagues tend to ignore him.

d) Ursula completes her favorite tasks on time and on budget. Because she is a forceful personality, her colleagues tend to listen politely when she complains about unwanted tasks.

Answer: b

Difficulty: Medium

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

42) A professor was asked to recommend one student from her 8 a.m. class for a coveted internship. Which of the following undergraduate students would be best positioned to receive the recommendation?

a) Craig has an excellent grasp of the subject matter, communicates effectively, typically is five minutes late, and is dressed in sweats.

b) Carly has an above average grasp of the subject matter, communicates well, arrives early and prepared, and is dressed casually.

c) Nyla has an impressive understanding of the subject matter, is quiet, arrives on time, and tends to dress in pajama pants.

d) Miles has a below-average understanding of the subject matter, is an excellent communicator, arrives on time, and is impeccably dressed.

Answer: b

Difficulty: Medium

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

43) Your professor announces that at the end of the semester, she will recommend one of her students for an internship. You really want that job. To date, you have been late for this class often, dress slovenly, and are prepared infrequently. What is the best way to better your chances of securing this internship recommendation?

a) Develop a strong personal brand that mirrors the other students in the class and convey the brand at each class meeting.

b) Focus on developing better hard skills since your personal brand is fixed by the professor's first impressions of you.

c) Develop a strong personal brand considering your target audience—the professor—and convey the brand daily.

d) Develop two strong personal brands—a casual one for class meetings and a professional one for your career interests.

Answer: c

Difficulty: Medium

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

44) Which of the following is the best example of a text that could be sent to a professor, while improving your personal brand?

a) Dear Dr. Devin, I'm confused about the upcoming assignment. Can we meet soon to discuss my needs? Thanks, Jenny

b) Dear Profesor Devin, I have some issues concerning an assignment in your class. If possible, I'd like to meat you before or after our next class. Thanks in advance for your time, Jennifer James

c) Dear Dr. Devin, I have two questions about the upcoming research paper. Would you be able to meet me before or after our next class? I estimate our conversation to need about 15 minutes of your time. Thank you, Jennifer James

d) Dr. Devin, Two questions about the research paper. Let's meet before or after class for 15 minutes or so. Jenny

Answer: c

Difficulty: Medium

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

45) You and three other students have been assigned a group project. What is the best way to build your personal brand while working on the assignment?

a) Complete most project tasks yourself and present them to the group. This conveys independence.

b) Insist the other group members make all important decisions. This conveys flexibility.

c) Take charge and create group tasks and deadlines with consideration of your personal needs. This conveys leadership.

d) Follow through on your commitments to the group. This conveys reliability.

Answer: d

Difficulty: Medium

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

46) Though he left with plenty of time, Ian found himself stuck in a huge traffic jam and running late for an interview for a coveted internship. He called the office to let the interviewers know he would be about 10 minutes late. When he arrived, Ian smoothed out his suit, straightened his tie and hair, and met the interview team. While seated, Ian kept his hand over the screen of his phone so that it did not interrupt the meeting. What etiquette advice would you give Ian, which could improve his relationship with the interview team members?

a) Reschedule an interview that runs late to avoid wasting the interviewers' time.

b) Wear clothing more appropriate to your current status as a student not a professional.

c) Instead of calling, send individual texts to each member of the interview team.

d) Tuck the phone away to keep it from distracting anyone in the room.

Answer: d

Difficulty: Medium

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Analytic

Standard 2: Bloom's || Application

Question type: Multiple-Choice

47) What is the synthesis of career definition and personal branding?

a) Both are based on perception.

b) Defining the target audience is key.

c) They communicate your value to the world.

d) Hard skills are necessary.

Answer: a

Difficulty: Hard

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Synthesis

Question type: Multiple-Choice

48) Your friend Kiesha participated in a mock interview with the university's career advisor. Her written feedback says she has an impressive resume and GPA, is well-prepared, and communicates effectively. In the overall impressions section, the comment is "vanilla." What is your best advice for Kiesha?

a) Spend some time developing a strong personal brand that presents your value to the world. It will help you stand out among other qualified job applicants.

b) Consider the mock interview a success. "Vanilla" means the interviewer found nothing objectionable and was impressed with you overall.

c) Spend more time discussing soft skills and less time discussing hard skills during the interview process. Hard skills tend to be boring and could be considered plain "vanilla."

d) Remember that the interviewer is part of a different generational group with different personal values. What he considers plain "vanilla" likely is more interesting to others.

Answer: a

Difficulty: Hard

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

49) You are nearing the end of your college career and seeking your first full-time job. You have two interviews scheduled this week—one in person and one via phone. Due to situations beyond your control, they now are scheduled on the same day and the timing overlaps. The in-person interview is at 9 a.m. The phone interview is scheduled for 10 a.m. Neither can be rescheduled. Both jobs are very interesting to you. What is your best course of action, while maintaining a strong personal brand?

a) Choose to participate in one of the two interviews for that day.

b) Attend the in-person interview. Be brief in your answers to end the interview in time for the phone interview an hour later.

c) Attend the in-person interview. Warn the interviewer that your family is experiencing an emergency situation and you may have to leave if someone calls.

d) Attend the in-person interview. Let the interview call go to voicemail and hope they take your return call.

Answer: a

Difficulty: Hard

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation

Question type: Multiple-Choice

50) You teach management at a local university. Jeremy, one of your students, has been friendly, polite, and respectful. He is punctual with attendance and assignments. One day, after having a brief conversation with him, you notice Jeremy turn away, smile at a friend, and roll his eyes. Though his behavior toward you has not changed, you no longer think highly of Jeremy. What is the most likely reason for your new attitude?

a) Jeremy's personal brand seems disingenuous.

b) Jeremy's etiquette faux pas has destroyed your relationship.

c) You are no longer the target audience for Jeremy's personal brand.

d) Your personal brand and Jeremy's are no longer compatible.

Answer: a

Difficulty: Hard

Learning Objective 4: 01-04 Recall components of your personal brand.

Section Reference 4: Defining Components of Your Personal Brand

Standard 1: AACSB || Reflective Thinking

Standard 2: Bloom's || Evaluation