Package Title: Clickers

Course Title: Boone, Kurtz, Khan, Canzer, Contemporary Business, Third Canadian Edition

Chapter Number: 07

Question type: Multiple Choice

1) This planning activity below involves two components: business continuation and public communication.

a) Strategic

b) Tactical

c) Operational

d) Contingency

Answer: d

2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of guiding and motivating employees to accomplish organizational goals.

a) Organizing

b) Controlling

c) Directing

d) Planning

Answer: c

3) Which type of planning does the middle managerial level engage in primarily?

a) Strategic planning

b) Operational planning

c) Tactical planning

d) Contingency planning

Answer: c

4) A frequently used tool that helps assess the firm’s current position in the marketplace is called

a) A SWOT analysis.

b) A strategy.

c) A vision statement.

d) A mission statement.

Answer: a

5) Which leadership style centers on minimal supervision and allows employees to make most of their own decisions?

a) Democratic leadership

b) Autocratic leadership

c) Community leadership

d) Free-rein leadership

Answer: d

6) Which leadership style is preferred for a growing company?

a) Autocratic leadership

b) Democratic leadership

c) Free-rein leadership

d) None of the above

Answer: d

7) Which managerial function involves blending human and material resources through a formal structure of tasks and authority?

a) Planning

b) Organizing

c) Directing

d) Controlling

Answer: b

8) Which one of the following people does **not** belong to “middle management”?

a) Regional manager

b) Program manager

c) Division head

d) Director

Answer: b

9) Which statement about corporate cultures is **not** true?

a) A corporate culture is typically shaped by the leaders in the company.

b) Corporate culture is reinforced through rituals and ceremonies.

c) Corporate cultures seldom change significantly once they are established.

d) In an organization with strong culture, everyone knows and supports the same principles, beliefs and values.

Answer: c

10) Which type of planning has the most long-range view?

a) Strategic

b) Tactical

c) Operational

d) Contingency

Answer: a

11) What are the goals of a vision?

a) To provide focus for a firm’s actions

b) To direct the company toward opportunities

c) To set a company apart from its competitors

d) All of the above

Answer: d

12) Which of the following is not a step in the strategic planning process?

a) Defining a mission

b) Assessing the organization’s competitive position

c) Creating strategies for competitive differentiation

d) Contingency planning

Answer: d

13) \_\_\_\_\_\_\_\_\_\_\_\_\_ involves a complex and unique problem or opportunity and has

important results for the organization.

a) Nonprogrammed decisions

b) Decision making

c) Situational decisions

d) Programmed decisions

Answer: a

14) Which of the following is not part of the process for how managers make decisions?

a) Identifying a problem or opportunity

b) Developing possible ways of taking action

c) Implementing different solutions and choosing the best one for the future

d) Assessing outcomes

Answer: c

15) Which of the following is not a form of departmentalization?

a) Product

b) Geographical area

c) Customer

d) Role within the company

Answer: d