**OM 302 Quiz 1 F20**

45:00

Last Name :  


First Name:  


Email address:  


When you click the "Next" button, the quiz will begin. You have 45 minutes to complete your answers. Unless you are ready to submit your quiz for grading, please do not click the "Next" button when you have completed answering the last question. Please follow all instructions displayed on the screen. Good Luck!

**Question 1 of 30**

Which of these trends will affect employment prospects for new graduates?

* changing geographic distribution of population
* instability of employment
* accelerated product life cycles
* globalization of labor
* none of these
* all of these

**Question 2 of 30**

The trajectory of the path that ends at the point on the timeline called "Today" depicts which of these:

* a feared path
* all of these
* none of these
* a desired path
* the historical performance of the firm

**Question 3 of 30**

The GAP Analysis is an example of:

* forensic analytics
* predictive analytics
* none of these
* all of these

**Question 4 of 30**

"Regression to the Mean" results in:

* the ability to "cross the chasm"
* none of these
* the commoditization of business
* the acceleration of business performance
* all of these

**Question 5 of 30**

The Absolute Competitive Advantage Period is the time interval during which an organization:

* delivers inferior results
* all of these
* none of these
* delivers superior results

**Question 6 of 30**

Competitive Advantage, such as low cost or a better design is all that is needed for a company to succeed.

* True
* False

**Question 7 of 30**

The economic "Moat" is:

* a brand of an inexpensive swimming pool
* none of these
* a method of ranking investments
* the name of the moat at the Neuschwanstein castle
* all of these

**Question 8 of 30**

Morningstar's approach to investing is based on an assessment of the width of a "moat" built around a business. The wider the "moat" the more attractive the business is.

* False
* True

**Question 9 of 30**

The concept of "Crossing the Chasm":

* ignores the impact on Operations
* was introduced by Geoffrey Moore
* all of these are true
* points to the difficulty in scaling of a business

**Question 10 of 30**

The "business ecosystem" is another name for the environmental impact caused by operations of a business.

* True
* False

**Question 11 of 30**

Operations Domain and Marketing Domains should always be disconnected from each other.

* False
* True

**Question 12 of 30**

Systems thinking is a superior decision-making process in comparison to a function- centric thinking.

* False
* True

**Question 13 of 30**

A Unique Business Model defines how strategy is to be implemented. It includes the following components: Marketing Excellence and Operating Effectiveness.

* False
* True

**Question 14 of 30**

The system's reliability concept illustrates the impact of error propagation and its magnification on overall business performance.

* False
* True

**Question 15 of 30**

Absolute Competitive Advantage limits the firm's ability to succeed.

* True
* False

**Question 16 of 30**

At the "Moment of Truth" customers select their brands of preference.

* False
* True

**Question 17 of 30**

According to Dr. Edward De Bono: "Lateral thinking" and "Thinking outside-the-box" are synonyms.

* False
* True

**Question 18 of 30**

"Blue Ocean" strategy refers to:

* a preference for creating an uncontested business space
* none of these
* does not differ from the "Red Ocean" strategy
* desire to keep our oceans' waters clean

**Question 19 of 30**

Short-term thinking is always better than wasting time on long-term planning.

* False
* True

**Question 20 of 30**

By law, the rights of shareholders supersede the rights of stakeholders.

* False
* True

**Question 21 of 30**

The video "E-waste Hell" illustrates the impact of the lack of design for sustainability on youth in which country?  
  
Select one from the following: Mexico, Sri Lanka, Ghana, Holland

Type your answer: 

**Question 22 of 30**

The "Pacific Trash Vortex" is:

* plastic trash circulating in the Pacific Ocean
* a new model of garbage disposal sold in California
* none of these

**Question 23 of 30**

Traffic and air pollution are two examples of:

* negative externalities causing decline in the quality of life
* positive externalities resulting from economic activities

**Question 24 of 30**

The first question that should always be asked before a business decision is made is:  
Is it legal?  
The second question that should be asked right after is: Is it ethical?

* False
* True

**Question 25 of 30**

Every person has its own individual risk profile and its own utility for taking risks when making choices. An individual with the wrong risk profile for a given level of responsibility will most likely destroy the shareholders' value.

* True
* False

**Question 26 of 30**

Business activities of IBM during WWII are an example of:

* exceptionally good moral and ethical compass
* good business practices
* criminal behavior

**Question 27 of 30**

The video "The Pencil" illustrates which of the following?

* the superiority of cooperation over competition
* the complexity of operations
* all of these
* the globalization of supply chains

**Question 28 of 30**

Hurwicz method includes a coefficient of optimism (alpha).

* True
* False

**Question 29 of 30**

The LaPlace method is used under the conditions of certainty.

* True
* False

**Question 30 of 30**

Decision Trees and Expected Monetary Value are used when risks are not known.

* False
* True

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You have reached the end of the quiz. Click" Next" to submit it for grading.