**HFB.CO1.LM04**

**Formative assessment for oral and written communications**

1. Apple CEO Tim Cook credits Apples’ success in no small part to:
   1. The laid back corporate culture (10 Behaviors of Real Leaders)
   2. Steve Jobs role as a teacher
   3. Cook’s tight control of the research process (10 Behaviors of Real Leaders)
   4. All of the above (10 Behaviors of Real Leaders)
2. Leaders are:
   1. Those that others follow
   2. Always in charge, no matter what (10 Behaviors of Real Leaders)
   3. Individuals with large egos (10 Behaviors of Real Leaders)
   4. All of the above (10 Behaviors of Real Leaders)
3. Leaders are consumed by a passion and they focus on:
   1. Optimizing the organization (10 Behaviors of Real Leaders)
   2. Fine tuning the organization (10 Behaviors of Real Leaders)
   3. Efficiency (10 Behaviors of Real Leaders)
   4. None of the above
4. Executives often described the “Kitchen Cabinet” as the place:
   1. Where they could get away with a few friends (How Global Companies are Really Led)
   2. Where they met in the morning for coffee (How Global Companies are Really Led)
   3. Where most of the junior executives met for lunch to discuss ideas (How Global Companies are Really Led)
   4. Where important decisions were made
5. Tiger Teams:
   1. Are composed of experts and divergent thinkers
   2. Are well suited for repetitive and routine assignments (How Global Companies are Really Led)
   3. Both of the above (How Global Companies are Really Led)
   4. None of the above (How Global Companies are Really Led)
6. A successful organization requires people at all levels leading with a common vision.
   1. True
   2. False (Harvard Business School Report on Leadership)
7. According to Professor Kotter, at the time the video was made, who was the most effective corporate leader?
   1. Steve Jobs (Harvard Business School Report on Leadership)
   2. Jack Welch
   3. Bill Marriott (Harvard Business School Report on Leadership)
   4. Ray Kroc (Harvard Business School Report on Leadership)
8. Jessica knows she loves nature and dislikes it when people are treated unfairly. She knows this about herself and it makes her different from other people, which is her
   1. Personality (Understanding and Self-Concept: How We Perceive Ourselves)
   2. Self-concept
   3. Belief system (Understanding and Self-Concept: How We Perceive Ourselves)
   4. Self-understanding (Understanding and Self-Concept: How We Perceive Ourselves)
9. Knowing what your motives are when you act is
   1. Self-concept (Understanding and Self-Concept: How We Perceive Ourselves)
   2. Personality (Understanding and Self-Concept: How We Perceive Ourselves)
   3. Belief system (Understanding and Self-Concept: How We Perceive Ourselves)
   4. Self-understanding
10. The ability to provide for our basic needs is known as the
    1. Physical self (Understanding and Self-Concept: How We Perceive Ourselves)
    2. Social self (Understanding and Self-Concept: How We Perceive Ourselves)
    3. Competent self
    4. Inner self (Understanding and Self-Concept: How We Perceive Ourselves)
11. High self-esteem is very relevant for success.
    1. True (Letting Go of Self-Esteem)
    2. False
12. Scientists define self-esteem as
    1. An objective measurement (Letting Go of Self-Esteem)
    2. Amount of self-value people place on themselves
    3. Measure of popularity (Letting Go of Self-Esteem)
    4. None of the above (Letting Go of Self-Esteem)
13. We discover our self-concept by
    1. Thinking about our family and friends (Self-Concept video)
    2. Listening to others especially our family
    3. Praying with our family (Self-Concept video)
    4. Partying with family and friends (Self-Concept video)
14. The ability to do something well is defined as
    1. Good genes (Self-Concept video)
    2. Success (Self-Concept video)
    3. Esprit de Corps (Self-Concept video)
    4. Competence
15. Stress is
    1. Our natural way of responding to demands (Coping: Stress Management Strategies)
    2. A result of positives experiences (Coping: Stress Management Strategies)
    3. Is helpful in our lives (Coping: Stress Management Strategies)
    4. All of the above
16. Stress becomes problematic when
    1. You have a traumatic event (Coping: Stress Management Strategies)
    2. When it accumulates and becomes recurrent
    3. Both A and B (Coping: Stress Management Strategies)
    4. Neither A nor B (Coping: Stress Management Strategies)
17. Ways to avoid stress include
    1. Relaxing with downtime (Coping: Stress Management Strategies)
    2. Good nutrition and exercise (Coping: Stress Management Strategies)
    3. Time management (Coping: Stress Management Strategies)
    4. All of the above
18. Self-management involves
    1. Setting goals
    2. Avoiding stress (Self-management)
    3. Thinking about yesterday (Self-management)
    4. Esprit de Corps (Self-management)
19. When we experience stress of any kind, our systems adjust mentally and physically to cope with the situation.
    1. True
    2. False (Coping with Stress)
20. Environmental stress includes
    1. Earthquakes
    2. Family quarrels (Coping with Stress)
    3. Internal work relationships (Coping with Stress)
    4. None of the above (Coping with Stress)
21. The key to prevent stress from affecting our lives negatively is
    1. Seeing a doctor and getting prescription medications (Coping with Stress)
    2. Developing healthy life management skills
    3. Both of the above (Coping with Stress)
    4. Neither of the above (Coping with Stress)

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**Summative assessment**

1. Write a two-page paper describing the leadership behaviors which enabled one of the following corporate leaders to become successful. You can choose:
   1. Bill Marriott
   2. Ray Kroc
   3. Steve Jobs
   4. Jack Welch
2. Write a two-page paper on why a good self-concept is necessary to be a successful manager/supervisor in the food and beverage industry. Draw upon your experiences interacting with managers, supervisors and peers in the business.