Management 515

Quiz 2

This quiz is worth 50 points (5% of your final grade). Be certain to review the briefing on APA Format prior to attempting this quiz.

When I grade this quiz, I use the following scoring rubric for each question:

* **80%** for answer accuracy and completeness
* **10%** for citation (format, completeness, appropriateness)
* **10%** for grammar, spelling, punctuation, language use (you will not be penalized for English versus American, but translation software can cause significant problems for you here if you use that)

Remember that the materials presented in this course are sufficient to craft quality responses to these questions. If you chose to use external references, e.g., the Internet, remember that these responses will receive greater scrutiny and ***any hint of plagiarism will result in a grade of zero***.

1. (20 Points). Complete each of these sentences by filling in the word leaders or managers.

a. \_Leaders\_\_\_ are transformational; \_\_ managers\_\_ are transactional.

b. \_\_\_\_\_\_\_\_\_\_ are concerned with effectiveness; \_\_\_\_\_\_\_\_\_\_are concerned with   
efficiency.

c. \_\_\_\_\_\_\_\_\_\_ innovate; \_\_\_\_\_\_\_\_\_\_ administer.

d. \_\_\_\_\_\_\_\_\_\_ are concerned with process; \_\_\_\_\_\_\_\_\_\_ are concerned with the   
environment.

e. \_\_ Managers \_\_ relies on control; \_\_\_\_\_\_\_\_\_\_ inspire trust.

2. (10 Points). From the Course Content, describe one of modes of strategy formulation.

Response:

Citation:

3. (10 Points). What is the purpose of a business strategy and the three essential tools when developing one?

Response:

Citation:

4. (10 Points). Name the characteristic of a strategic leader demonstrated in the following examples. **Defend** why you made your choice.

a. David is the CEO of a small technology company. He has several degrees, is well spoken, and able to solve problems rapidly. He is creative and able to present new ideas in ways his employees can understand and develop.

Response and Defense:

b. Mickey is the Chief Financial Officer in a large bank. When he discovered there were errors in the bank’s recordkeeping due to a software malfunction, he reported the issue to the board immediately and took full responsibility for the error and presented a plan to correct it.

Response and Defense:

c. Danielle is the founder of a 3D printing company. She was able to grab a considerable market share in the first three years despite three lawsuits from competitors, a crooked financier who did not deliver on the investment they promised, and losing her father to cancer as the company was about to deliver its first major product.

Response and Defense:

Citation: