

Introduction to Systems Thinking

Lesson 3: Quiz

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0.0/2.0 points (ungraded)

Take this quiz to check your understanding of the concepts in this lesson. After submitting, select "Show Answer" to see the correct responses.

Question 1

A Midwest company that sells plants to home gardeners across the country needs to get its annual printed catalog out in February. In November, the editor meets with the heads of the bush-and-tree, flower, and vegetable departments. The editor tells the company that within a month they need a list of products to be included in the catalog so they can assign copywriters and photographers. A month later, the holiday season is in full swing with many people taking time off. No lists have been submitted. On January 3, the editor finds that only the flower department has turned in the required information. This means that the catalog will be late, possibly so late that avid gardeners will already have ordered from competitors. Which aspect is a part of structure in this scenario?

- ☐ The fact that the catalog includes both text descriptions and photographs
- ☐ The fact that the company sells plants but not trees
- ☐ The fact that two of the three department heads are related
- ☐ The fact that the company prints an annual catalog

Question 2

A cosmetology company focuses exclusively on hair and makeup for weddings and wedding-related events and employs four cosmetologists in addition to the owner. Recently, a trend toward less elaborate weddings has taken hold, threatening the company's core business. The owner launches a new offering of glamour photos of couples on special events, like anniversaries, and it appears that this is something customers are very interested in. In particular, the number of customers over age 60 has grown. Within six months, 40% of the company's total business comes from this new service. Which aspects are a part of structure in this case study? **Choose 2 answers.**

- ☐ Two main product lines: weddings and glamour
- ☐ The trend toward less elaborate weddings
- ☐ The use of a cellphone camera
- ☐ The fact that the new service has been successful with older customers

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