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**CHAPTER 8 QUIZ**

1. The process of dividing a market into meaningful, relatively similar, identifiable segments or groups is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. Market
2. Market Segment
3. Market Segmentation
4. Market Subgroup
5. Usage rate is one of the bases for segmentation.

a. True

b. False

1. Women make \_\_\_\_\_\_\_\_ percent of consumers goods purchases annually.

a. 50%

b. 15%

1. 85%
2. 90%
3. Which of the following is not part of the three largest ethnic groups in the United States:
4. Hispanic Americans
5. African Americans
6. Asian Americans
7. Indian Americans
8. Which of the following is NOT part of the Family Life Cycle:
	1. a. Age
9. Culture
10. Marital Status
11. Children
12. Account Executives primary responsibility is \_\_\_\_\_.
	1. To make sure their client is happy
	2. To keep track of finances
	3. To blame the client
	4. Win managements' appreciation
13. The \_\_\_\_\_\_\_\_ is a little document with a huge role in promoting good teamwork and fostering the creative process.
	1. Creative Brief
	2. Google Docs
	3. Summary
	4. Memo
14. Which of the following is NOT one of the 6 keys to creativity identified by Teresa Amabile?
	1. Formulas
	2. Challenge
	3. Freedom
	4. Supervisory encouragement
15. Which of the following defines creativity from the book?
	1. Having ideas but not following them
	2. Stealing an idea from a coworker
	3. Ability to consider and hold together seemingly inconsistent elements and forces, making a new connection
	4. Noun; cre·a·tiv·i·ty \ˌkrē-(ˌ)ā-ˈti-və-tē, ˌkrē-ə-\ the ability to make new things or think of new ideas
16. According to the book, who is a creative genius?
17. Albert Einstein
18. Steve Angello
19. Harry Potter
20. Jeffrey Harper
21. What drives out creativity?
	1. Positivity
	2. Fear
	3. Brainstorming
	4. Collaboration
22. What is one of the best books written on creativity?
23. Creating Minds
24. Animal Farm
25. Harry Potter
26. Hunger Games
27. Self-assessment…
28. is an important part of learning and growing
29. is assessing others
30. is your mom
31. is not a crucial aspect of the creative process

14. Teams, when effectively managed…

1. will produce outputs that are greater than the sum of their individual parts.
2. will produce outputs that are less than the what individual contributions could be.
3. can make the 360 feedback loop an accurate tool for measuring team performance
4. are managed effectively.

 15. A researcher named Teresa Amabile has identified what she refers to as the six keys of      creativity in any organization. What university did she conduct this research at?

1. Harvard
2. Devry
3. Kaplan College
4. South Harmon Institute of Technology

16. \_\_\_\_\_\_\_\_\_ teams get tasks done quickly and without a lot of conflict, but produce ordinary solutions.

1. Homogenous
2. Heterogeneous
3. Dependent
4. Unique

17. Which of the following is NOT a fundamental of effective teams?

1. Trust
2. Leadership
3. Communication
4. Closed-mindedness

18. Creativity reflects early childhood experiences, social circumstances, and cognitive styles.

1. True
2. False

19. The first step for a leader of a team is to create a clear sense of purpose

1. True
2. False

20. What is the IMC campaign compared to in the chapter?

1. A Symphony Orchestra
2. A NFL football team
3. Texas Tech chess team
4. The All Blacks of New Zealand

Answers

1. C.
2. A.
3. C.
4. D.
5. B.
6. A
7. A
8. A
9. C
10. A
11. B
12. A
13. A
14. A
15. A
16. A
17. A
18. A
19. A
20. A