



POWERED BY

California Community Colleges

Unit 2 – Quiz

1. How do most companies you serve measure success? (circle two)
 - a. Profits made
 - b. People employed
 - c. New branches per year
 - d. Costs reduced
 - e. Lawsuits avoided

2. To sell Contract Education to potential industry partners, you have to understand what's in it for them and how to articulate that in their language.
 - a. True
 - b. False

3. Training is the same thing as development. Both mean specific skills related to a job.
 - a. True
 - b. False

4. Which of these are likely examples of modalities of training for your industry? (circle three)
 - a. Finances
 - b. Team building exercises
 - c. Job rotations
 - d. Voice lessons
 - e. Simulations

5. Consistency as a result of training is a way to cut costs and improve profits
 - a. True
 - b. False

6. “Enriched talent pool” includes improving the general skills of employees and their value by cross-training.
 - a. True
 - b. False

7. Does an industry partner’s strategic planning cycle include attention to matters of training?
 - a. Yes
 - b. No

8. A ‘STAR’ industry partner is one who... (circle two)
 - a. Is famous
 - b. Is well-trained
 - c. Purchases often
 - d. Spends more on contracts
 - e. Sends a lot of people to training

9. When communicating with industry partners, use (circle one)
 - a. Your catalog
 - b. A letter from the president
 - c. A letter from the governor
 - d. The marketing channels they rely upon for information
 - e. The phone

10. Leads and prospects are the same.
 - a. True
 - b. False

Answers

Question 1: a & d

Question 2: a

Question 3: b

Question 4: b, c & e

Question 5: a

Question 6: a

Question 7: a

Question 8: c & d

Question 9: d

Question 10: b