

# Professional Communication

## Quiz 2 – Class A

### A. Innovation and Creativity

*Read each statement and decide if the statement is TRUE or FALSE.*

1. Creativity is needed in the first stage of innovation.
2. Problem Solving is the third stage of innovation.
3. Companies typically establish screening criteria to make sure they have objective procedures for evaluating new ideas.
4. Three criteria that are often used include: Market, Convenience and Financial.

### B. Fundamentals of Planning

*Choose the best answer for each question.*

1. A good mission statement should include the following: Core Values, Products / services and \_\_\_\_\_.
2. Which of the following is an example of a broad long-range target?
3. When creating goals and objectives you should remember to keep them \_\_\_\_\_ and challenging?

### C. Marketing and Pricing

*Choose the best answer for each question.*

1. A company has a new product and is seeking to attract as many new customers as possible as quickly as possible.
2. A company has a great reputation for quality. The products they sell are seen as a status symbol for their customers. People are willing to pay a premium for the product.
3. A company is well established and seeks to maintain their market share with a competitive pricing plan.