Assessment Instructions

Assessment items #1-5 that follow are **Multiple Rating** questions. You will be given information to read and then a list of several labels that express either evaluations or categorizations of possible responses to that information. You will then be presented with numbered response items and for each response be asked to select a rating from the list of labels that best evaluates or categorizes the response given.

Please note: It may be necessary to use a particular label more than once or to not use a label at all.

Assessment Item #1

Read the following information:

In a recent proposal to employ an external advertising agency in order to improve your firm's marketing and sales performance, a team member provided you with the following argument:

"The Hadley Advertising Agency produces really effective advertising. We know this because their biggest client, Humongo Automobiles, has raised their advertising budget with Hadley in each of the past five years and Humongo's sales have also increased over each of the past five years."

Use the following rating scale:

- **(A)** If true, must be considered **strong support** for the argument given
- **(B)** If true, gives **some degree of support**, though not conclusive, to the argument given
- **(C)** If true, is nonetheless **irrelevant, neither supporting nor contradicting** the argument given
- **(D)** If true, would **tend to contradict**, though not conclusively, the argument given
- **(E)** If true, must be considered **strong contradiction** of the argument given

Answer the following questions:

If true, how strongly would the following information support or contradict the argument given above?

| | **1.1.** | Most consumers claim in public opinion surveys they do not buy products based on advertising. |

| | **1.2.** | The argument itself goes from correlational evidence to a conclusion about cause and effect without considering other possible explanations for the correlation in the evidence. |

| | **1.3.** | Data from many other Hadley clients show no appreciable increase in their sales. |

| | **1.4.** | All other Hadley clients' marketing directors support the idea that Hadley advertising boosted their companies' sales |

Assessment Item #2

Read the following information:

At a 1965 press conference, the governor of New Falkland proudly pointed to the success of a "get tough on drunk drivers" law he had gotten passed that took effect in 1961. The law allowed police to confiscate driver's licenses from people who failed a breathalyzer test. At the press conference, the governor made a number of statements in reference to the law and data presented in the chart below:

Number of Deaths Involving Drinking and Driving
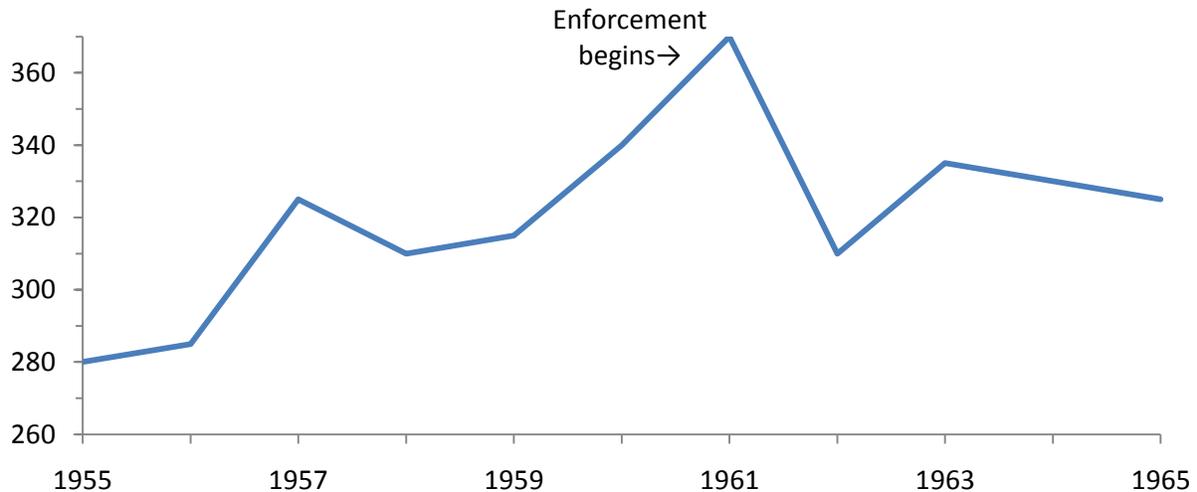
Use the following rating scale:

- **(A)** The information in the chart **strongly supports** the statement given
- **(B)** The information in the chart **weakly supports** the statement given
- **(C)** The information in the chart **neither supports nor contradicts** the statement given
- **(D)** The information in the chart **weakly contradicts** the statement given
- **(E)** The information in the chart **strongly contradicts** the statement given

Answer the following questions:

How strongly does the information provided support or contradict the following statements?

2.1. "My opponents are wrong when they say that the law didn't work."

2.2. "The data show that there was nearly a 50% drop in deaths involving drunk drivers."

2.3. "The law clearly caused a drop in the share of automobile deaths due to drunk drivers."

2.4. "The law saved the lives of more than 100 people in the first year alone."

2.5. "The data are consistent with the conclusion that the license confiscation law has worked the way we wanted it to.

Assessment Item #3

Read the following information:

You recently overheard the following argument concerning capital punishment:

"We need to put an end to the practice of capital punishment. At first glance, it is obvious that it is a form of cruel and unusual punishment. Why else has the majority of the free world abolished it already? It is also clear that it provides no deterrent effect. Criminals will tell you the death penalty wasn't even a thought to them until after they were arrested. How can something deter when it is so sparingly used and so arbitrarily applied? We are clinging to an archaic system of revenge that needs to be abolished."

Use the following rating scale:

- **(A)** **The final conclusion** of the argument, or a restatement of the final conclusion
- **(B)** **An intermediate conclusion**, a statement for which reason(s) are given and which is then itself used as a premise for a further inference leading to another conclusion
- **(C)** **An initial premise**, a statement that supports the rest of the argument but is not itself supported by anything in the argument
- **(D)** **Implied information**, a statement which is not stated precisely as such in the passage, but is clearly assumed to be part of the argument
- **(E)** **Additional information** that is not part of the argument itself

Answer the following questions:

In relation to the argument given above, what role do the following statements serve?

☐ **3.1** "It is also clear that it [capital punishment] provides no deterrent effect."

☐ **3.2** "We need to put an end to the practice of capital punishment."

☐ **3.3** "At first glance, it is obvious that it [capital punishment] is a cruel and unusual punishment."

☐ **3.4** "If a punishment is sparingly used and arbitrarily applied, then it has no deterrent effect."

Assessment Item #4

Read the following information:

A guest lecturer opened a recent presentation with the following statement:

"It is well known that teenagers are antisocial and pose problems for the society in which they live. These difficulties are universally experienced by all human societies throughout recorded history."

Use the following rating scale:

- **(A)** If true, must be considered **strong support** for the statement given
- **(B)** If true, gives **some degree of support**, though not conclusive, to the statement given
- **(C)** If true, is nonetheless **irrelevant, neither supporting nor contradicting** the statement given
- **(D)** If true, would **tend to contradict**, though not conclusively, the statement given
- **(E)** If true, must be considered **strong contradiction** of the statement given

Answer the following questions:

<u>If true</u>, how strongly would the following information support or contradict the statement given above?

4.1 Anthropologist Dr. Jack Snead in 1953 talked to adults in the Pacific Island society of Bonanga, and he was told that their teenagers were consistently courteous to their elders, helped out with chores, and behaved pleasantly in their dealings with each other.

4.2 An Australian journalist in 1990 talked to the village elders on Bonanga and was told that the village adults had lied to Dr. Snead in 1953 and, in order to save face, had actually sent their problem teenagers to a remote part of the island for as long as Dr. Snead was present.

4.3 Teenage elephants have been known to rampage and even kill smaller elephants in their groups. Larger bull elephants are brought in to physically "back down" the violent teenagers, and they eventually learn to fit into the herd society.

4.4 Translations of folk tales from 120 different languages have been studied with the conclusion that 95% of the violent homicides in them were carried out by teenage males.

Assessment Item #5

Read the following information:

You read the following information in a recent accounting trade publication:

"It can happen that a CPA firm fears the loss of a major client and fails to report the use of a questionable accounting practice by that client. A failure to report such practices is a violation of the principle of independence. When a CPA firm violates the principle of independence, it exposes itself to liability for losses incurred because investors were misled by the client's questionable accounting practices. The southwestern office of the CPA firm of USA Accounting, LLP, knowingly did not report a questionable accounting practice by its major client Webb Energy, Inc."

Use the following rating scale:

    (A) Given the information above, the statement is **conclusively true**
    (B) Given the information above, the statement is **probably true**
    (C) The information above is **relevant** to the statement,
           but **not sufficient** to consider the statement to be probably true
    (D) The information above is **not relevant** to the truth or falsity of the statement
    (E) Given the information above, the statement is **false**

Answer the following questions:

Assuming the information given above is <u>true and correct</u>, how would you assess the following statements?

5.1 "USA Accounting, LLP, will be held accountable if Webb Energy, Inc.'s investors suffer losses."

5.2 "The southwestern office of USA Accounting, LLP, intentionally misled investors."

5.3 "Webb Energy, Inc., and USA Accounting, LLP, had been in a long-term business relationship that began in the 1980s."

5.4 "The southwestern office of USA Accounting, LLP, violated the principle of independence."

Assessment Items #6-8

Answer the following questions:

Select the best answer given. You may write any calculations you need to on the test margins.

6 Suppose a certain product sells for $336. The gross profit is computed as 40% of cost. Assume the selling price is equal to the gross profit plus the cost. What is the cost?

(A) $96
(B) $240
(C) $134
(D) $840
(E) Cannot be determined from the information provided

7 Suppose a company is testing the effectiveness of a new advertising campaign. The company surveyed 100 consumers in a mall and 50 were shown the advertisement while the other 50 were not. The consumers were then asked to indicate whether or not they would purchase the product. The results of the survey are presented in the table below:

Would purchase?	Not shown ad	Were shown ad
Yes	32	38
No	18	12

If one of the consumers surveyed is selected at random, what is the probability he or she would **not** buy the product if it turns out they had not been shown the ad?

(A) 18 / 100
(B) 18 / 50
(C) 18 / 30
(D) 18 / 32
(E) Cannot be determined from the information provided

8 Suppose your parents gave you $10,000 for graduation to invest. You decided to invest part of the money in Investment A at 3% interest and the remainder in Investment B earning 8% interest. Suppose that at the end of the first year after graduation, you had earned $600 in interest from the two investments. Find the amount that you invested at each rate:

(A) $5,000 in Investment A and $5,000 in Investment B
(B) $4,000 in Investment A and $6,000 in Investment B
(C) $6,000 in Investment A and $4,000 in Investment B
(D) $10 in Investment A and $9,990 in Investment B
(E) Cannot be determined from the information provided

Assessment Items #9-11

Answer the following questions:

Select the best answer given. You may write any calculations you need to on the test margins.

9 Suppose the total cost of 3 hours of Business Law tutoring and 2 hours of Business Math tutoring is $54. Suppose the total cost of 2 hours of Business Law tutoring and 1 hour of Business Math tutoring is $32. What is the cost per 1 hour of tutoring in each subject?

    (A) $12 / hour for Business Law and $10 / hour for Business Math
    (B) $10 / hour for Business Law and $12 / hour for Business Math
    (C) $11 / hour for Business Law and $11 / hour for Business Math
    (D) $19 / hour for Business Law and $3 / hour for Business Math
    (E) Cannot be determined from the information provided

10 George is waiting for two customers, Fuzzy Logic Computers and Stalking Horse Designs, to pay their bills. If either pays before the end of the month, then George can pay his supplier. But, if neither pays before the end of the month, then George will have to take out a loan. George estimates that the chance Fuzzy Logic will pay in time is 70% and the chance Stalking Horse will pay in time is 60%. Assuming these estimates are correct and the two events are independent, what is the chance that George will have to take out a loan at month's end?

    (A) 12%
    (B) 40%
    (C) 65%
    (D) 42%
    (E) 88%

11 Consider the following radio newscast:

"There has been an incredible surge in America's interest in the Japanese rice wine 'sake'. In the past 4 years, sales of sake in the US have doubled, while in California sales are up 70%. I'm here in Berkeley at California's largest wine store, Joe Grape, where manager Joe Adams tells me they now sell 320 bottles of sake a month, up from only 200 bottles 4 years ago."

If all information above is **true**, which of the following is the correct rank order of sake sales increases from **lowest** rate of increase on the left [first] to **highest** rate on the right [last]?

    (A) US sales, California sales, Joe Grape sales
    (B) California sales, US sales, Joe Grape sales
    (C) California sales, Joe Grape sales, US sales
    (D) Joe Grape sales, US sales, California sales
    (E) Joe Grape sales, California sales, US sales

Assessment Items #12-14

Answer the following questions:

Select the best answer given. You may write any calculations you need to on the test margins.

12 Consider the following argument:

"V-Cell Corp has a lower return on investment than the Punxatawny Group. And, Tiresias Inc has a lower return on investment than V-Cell, while Maritime Ltd's return on investment is lower than Tiresias'. So, we know that Tiresias' return on investment is less than A+ Mining."

Which additional information, if added to the premises of the argument above, would make the conclusion **necessarily** true if we assume that it and all other information given is true?

(A) "V-Cell has a higher return on investment than that of Tiresias Inc."
(B) "Punxatawny Group's return on investment is higher than that of A+ Mining."
(C) "A+ Mining's return on investment is higher than that of V-Cell Corporation."
(D) "Tiresias Inc's return on investment is higher than that of Maritime Ltd."
(E) None of the above

13 Consider the following situation:

Nine employees from three divisions are carpooling to a conference in two cars (A and B):

Kyle, **Randy**, **Ann**, and **Edward** from Design	**Bob**, **Joe**, and **Stan** from Engineering	**Frank** and **Cindy** from Marketing

The employees do not all get along. Nobody from Engineering will ride with anybody from Marketing. What is a **possible** combination of riders in Car A which only seats **four** people?

(A) Bob, Joe, Stan, and Frank
(B) Kyle, Randy, Ann, and Edward
(C) Frank, Cindy, Randy, and Edward
(D) Joe, Stan, Cindy, and Kyle
(E) Stan, Joe, Frank, and Edward

14 Assume that for a grain elevator to explode there must be a large amount of grain in the elevator and the grain must be dry. If that assumption is true, then what also **must** be true?

(A) If there is a small amount of grain in the elevator, then there will not be an explosion.
(B) If there is a large amount of grain in the elevator, then there will be an explosion.
(C) If there was no explosion, then there was not a large amount of dry grain in the elevator.
(D) All of the above
(E) None of the above

Assessment Items #15-17

Answer the following questions:

Select the best answer given. You may write any calculations you need to on the test margins.

☐ **15** Consider the following conversation:

"Sam, you are not going to be able to finish the audit on time. You'd only be able to finish it on time if you had two more CPAs to help you, and you are not going to get them."

If we assume that all of the supporting statements in the conversation are **true**,
then the conclusion expressed in the line of reasoning above:

(A) Could not be false
(B) Is probably true, but could be false
(C) Is probably false, but could be true
(D) Could not be true
(E) None of the above

☐ **16** The statement "All corporations have a board of directors" expresses the same idea as:

(A) "Some corporations have a board of directors."
(B) "Some corporations do not have a board of directors."
(C) "No business without a board of directors is a corporation."
(D) "No non-corporation has a board of directors."
(E) None of the above

☐ **17** Consider the following statements:

"All corporations are legal creations"
"No persons are corporations"

If we assume both statements above to be **true**, then what can we say
about Statement X: *"No person is a legal creation"*?

(A) Statement X must be true if the assumed statements are true.
(B) Statement X is probably true if the assumed statements are true.
(C) Statement X is false if the assumed statements are true.
(D) Statement X cannot be determined to be true **or** false
on the basis of the assumed statements.
(E) None of the above

Assessment Items #18-20

Answer the following questions:

Select the best answer given. You may write any calculations you need to on the test margins.

☐ **18** A recent survey of high school seniors indicated that approximately 50% have at least experimented with cigarette smoking. In the same survey, the researchers found that 90% of high school seniors had seen a movie in which the main character was a smoker, and that at least half of those students identified the actors as role models. If this information is **correct**, what is the best supporting characterization of the relationship between movie stars smoking cigarettes on screen and teenagers experimenting with cigarette smoking?

  (A) Witnessing smoking in movies leads teenagers to experiment with smoking.
  (B) Teenage cigarette smoking is correlated with cigarette smoking in movies.
  (C) Witnessing an actor smoking in real life causes teenagers to experiment with cigarettes.
  (D) Seeing stars smoking in movies does not lead teenagers to experiment with smoking.
  (E) There is not enough information to support any of the above characterizations.

☐ **19** Julie is beginning work on her undergraduate honors thesis. She has developed the following hypothesis: *"Men are more likely to cheat in romantic relationships than women."*

  Now, Julie should do which of the following before completing her thesis?

  (A) Gather information that supports her hypothesis. If she can find enough information that agrees with her hypothesis, then it must be correct.
  (B) Gather information that may contradict her hypothesis. If she finds contradictory information, her hypothesis may have to be re-worked; but, if she doesn't find any, her hypothesis is more likely to be correct.
  (C) Nothing. There is no way to test this hypothesis since it involves human beings.
  (D) Nothing. There is no need to test this hypothesis since it is common knowledge that men cheat in romantic relationships more than women.
  (E) Spend more time gathering opinions on the topic from discussions on the Internet.

☐ **20** BONUS QUESTION: One wrong answer will be counted correct if #20 is answered correctly.

  Of the following five statements (A-E), **only one is false**. Which statement is actually false?

  (A) "Statement E is true."
  (B) "Statement A is true."
  (C) "Statement B is false."
  (D) "Statement C is false."
  (E) "Statement D is true."