



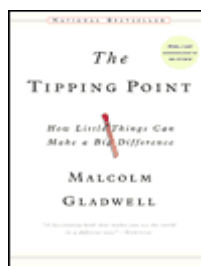
FINAL EXAM

Course # 411004 Social & Organizational Behavior

based on the book:

The Tipping Point: How Little Things Can Make a Big Difference

by: Malcolm Gladwell (2002)



10 CPE Credit Hours
Communication &
Sales

This exam sheet is made available for your convenience in answering questions while offline. Please note that you will still need to enter your answers on the online exam sheet for grading. Instructions are provided at the end of this document.

Chapter 1 - The Three Rules of Epidemics

1. There's only one way to tip an epidemic.

TRUE

FALSE

2. Epidemics are a function of the people, the infectious agent, and the environment.

TRUE

FALSE

3. In a given process or system, some people matter more than others.

TRUE

FALSE

4. Epidemics tip because of the extraordinary efforts of a few select carriers.

TRUE

FALSE

5. Epidemics do not tip because something happened to transform the epidemic agent itself.

TRUE

FALSE

6. Stickiness means that a message makes an impact.

TRUE

FALSE

7. When people are in a group, responsibility for acting is diffused.

TRUE

FALSE

8. According to studies conducted by Bibb Latane and John Darley, the one

factor above all else that predicted helping behavior was how many witnesses there were to the event.

TRUE

FALSE

Chapter 2 - The Law of the Few: Connectors, Mavens, and Salesmen

9. Paul Revere started a "word of mouth" epidemic.

TRUE

FALSE

10. We're friends with the people we resemble twice as much as we're friends with people with whom we share activities.

TRUE

FALSE

11. According to Milgrim, we don't seek out friends. We associate with people who occupy the same small, physical spaces that we do.

TRUE

FALSE

12. In the six degrees of separation, all degrees are equal.

TRUE

FALSE

13. Connectors are the kinds of people who know everyone.

TRUE

FALSE

14. Connectors have a special gift for bringing the world together.

TRUE

FALSE

15. The more close personal friends you have (as opposed to acquaintances), the more powerful you are.

TRUE

FALSE

16. A maven is someone who accumulates knowledge.

TRUE

FALSE

17. A true maven helps for no other reason than because they like to help.

TRUE

FALSE

18. Salesmen are inconsequential when it comes to tipping word of mouth epidemics.

TRUE

FALSE

19. Persuasive verbal clues are more important than nonverbal clues.

TRUE

FALSE

20. Persuasive clues are incredibly subtle.

TRUE

FALSE

Chapter 3 - The Stickiness Factor: Sesame Street, Blue's Clues, and the Educational Virus

21. Sesame Street succeeded because it learned how to make television sticky.

TRUE

FALSE

22. In an epidemic, the content matters as much as the messenger.

TRUE

FALSE

23. Wunderman's gold box represented "stickiness".

TRUE

FALSE

24. Interaction and repetition are keys aspects of the Blue's Clues success.

TRUE

FALSE

25. There is a simple way to package information that, under the right circumstances, can make it irresistible.

TRUE

FALSE

Chapter 4 - The Power of Context (Part One): Bernie Goetz and the Rise and Fall of New York City Crime

26. Crime is the inevitable result of disorder.

TRUE

FALSE

27. Broken windows are:

easily repaired

dangerous

signs of degradation in a neighborhood

invitations to more serious crimes

28. Crime is not contagious.

TRUE

FALSE

29. The Power of Context says that behavior is a function of:

moral context

social context

economic context

genetic context

30. Broken Windows theory and the Power of Context are one in the same.

TRUE

FALSE

31. The Power of Context suggests that criminals are affected by their environment and are prompted to commit crimes based on their perception of the world.

TRUE

FALSE

32. The Power of Context suggests that the convictions of your heart and the actual contents of your thoughts are less important, in the end, in guiding your actions than the immediate context of your behavior.

TRUE

FALSE

Chapter 5 - The Power of Context (Part Two): The Magic Number One Hundred Fifty

33. Groups play little or no role in social epidemics.

TRUE

FALSE

34. Divine Secrets of Ya-Ya Sisterhood is testimony to the following aspect of context:

the critical role that groups play in social epidemics

the importance of good writing

the necessity for buyers

the role of the narrator as it relates to great storytelling

35. When people are asked to consider evidence or make a decision in a group, they come to very different conclusions than when they were asked the same questions by themselves.

TRUE

FALSE

36. Peer pressure and social norms play a critical role in sweeping us up in

the beginnings of an epidemic.

TRUE

FALSE

37. The amount of space in our brains available for holding certain kinds of information is known as:

hematoma capacity

cranial spatial volumetrics

channel capacity

direct hold capability

38. The neocortex ratio for Homo sapiens is approximately 150.

TRUE

FALSE

39. According to a study by the British anthropologist Robin Dunbar, 150 seems to represent:

the minimum number of individuals required to affect group decision making

the number of capacity channels required to affect group decision making

the maximum number of individuals with whom we can communicate in a single setting

the maximum number of individuals with whom we can have a genuinely social relationship.

Chapter 6 - Case Study: Rumors, Sneakers, and the Power of Translation

40. The process of distortion is nearly universal in the spread of rumors.

TRUE

FALSE

41. Geoffrey Moore argues that the attitude of the Early Adopters and the attitude of the Early Majority are:

fundamentally incompatible

essentially the same

unimportant to the process of epidemic

innovative as the first step in epidemiology

Chapter 7 - Case Study: Suicide, Smoking, and the Search for the Unsticky Cigarette

42. According to The Nurture Assumption by Judith Harris, parental influence has a far greater impact than peer influence.

TRUE

FALSE

43. The link between depression and smoking is considered a "tipping point" in the fight against smoking.

TRUE

FALSE

Chapter 8 - Conclusion: Focus, Test and Believe

44. Starting epidemics requires concentrating resources on a few key areas.

TRUE

FALSE

45. If you're interested in starting a word of mouth epidemic, your best bet is on Connectors, Mavens, and Salesmen.

TRUE

FALSE

46. The Band-Aid solution is the best kind because it involves solving a problem with a minimal amount of effort, time and cost.

TRUE

FALSE

47. The belief that change is possible is bedrock to successful epidemics.

TRUE

FALSE

48. Manipulating the size of a group can dramatically improve its receptivity to new ideas.

- TRUE
 FALSE

49. We can significantly improve a messages "stickiness" by:

- increasing it's occurrence
 getting the message to the right people
 tinkering with the presentation of the information
 doing nothing at all

50. Tipping points are a reaffirmation of the potential for change and the power of intelligent action.

- TRUE
 FALSE

Instructions for Submitting Answers Online:

- Sign In at www.ApexCPE.com
- Click the "My CPE" tab at the top of the page.
- Click "My CPE Courses".
- Find the current CPE year and click "Go to My Courses".
- Find this course and click the "Go to Course" link.
- Step 2 on the Course Syllabus page is "Take the Final Exam". Click the "Begin Final Exam" link.
- Enter your answers on the online exam sheet.
- Click the "Grade Exam" button at the bottom of the page. Your exam will be graded automatically. If your score exceeds 70%, a "Create Certificate" button will display. Otherwise, you may continue to retake the exam until you pass.
- A short evaluation page will display. Please provide your feedback for the course.
- Once the evaluation is complete, click the "Submit Evaluation & Create Certificate" button at the top of the page.
- You may print your Certificate of Completion by selecting File Print from your browser. Certificates remain online for at least five years from the certificate date.

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