MULTIPLE CHOICE TEST #3

STUDENT NAME:

SCHOOL NAME:

PLEASE WRITE LEGIBLY

Directions: You will have 40 minutes to answer 40 multiple choice questions based on articles that appeared in the Marketplace, Money & Investing and Personal Journal Sections of the Wall Street Journal, as described in the Biz Quiz Rules. A proctor in the room will keep time and give you a warning when 5 minutes remain. Indicate your answers by filling in the corresponding bubble for the corresponding multiple choice question on the Scantron sheet that was given to you with this test packet. YOU MUST USE PENCIL FOR THE SCANTRON! At the end of this test, there is one Tiebreaker Question, which is a fill-in-the-blank question, which we will use only in the event of a tie in cumulated score across all three multiple choice tests. Answer that Tiebreaker Question by writing your answer ON THIS TEST PACKET IN THE SPACE PROVIDED. BE SURE TO WRITE YOUR NAME AND YOUR SCHOOL’S NAME ON THE SCANTRON AND ON THIS PACKET!

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| 1. C | Which company accounts for roughly 70% of the e-book retail market in the United States? | A. Random House  
B. Amazon  
C. Apple  
D. Pearson | B            |
| 2. B | On the short list of possible successors of Microsoft CEO Steve Ballmer, who is positioned to take most of the credit, or criticism, for Windows 8? | A. Steven Sinofsky  
B. Melissa Maher  
C. Bill Gates  
D. Meg Whitman | A            |
|   | The falling costs of LEDs are allowing auto makers to reintroduce several task lights into cars that have been missing for years. One such task light would be used in a remote-ignition system that fills the car with blue light when the car starts and gradually shifts to red as the interior warms up. The lighting supplier that suggested this feature is what German company? | A. Ford  
B. Hella  
C. Siemens AG  
D. Mercedes | B |
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| 4. B | What company's fast-growing, caffeine-packed energy drinks are alleged to have caused the deaths of five people since 2009? | A. NoS  
B. Red Bull  
C. Monster  
D. Star | C |
| 5. D | One last-minute Halloween idea for the kids requires a neck brace and an Arkansas sweatshirt. Whose face is on a piñata for another Halloween costume idea? | A. Snookie  
B. Brett Favre  
C. Lance Armstrong  
D. Tiger Woods | B |
| 6. B | After the 2008 recession, Caterpillar embarked on an aggressive strategy to increase what? | A. Revenues  
B. Production Capacity  
C. Employees  
D. Output | B |
| 7. D | Many dogs will wear costumes for Halloween. In the Southwest region, the most popular costume is easily paired with a matching costume for a baby. This best-selling costume is a Lady Bug. What dog costume is the biggest hit in the Midwest region? | A. Pumpkin  
B. Lion  
C. Frog  
D. Bee | C |
| 8. B | Real estate firm Macerich recently entered into deals regarding property worth $1.25 billion, underscoring that buyers are still willing to pay lofty prices for lucrative properties in difficult to enter markets. What type of property is Macerich known for? | A. Houses  
B. Stadiums  
C. Malls  
D. Offices | C |
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| 9. C | What is the name of the trader who contributed to J.P. Morgan losing more than $6 billion earlier this year and is commonly referred to as the "London Whale?" | A. Moby Dick  
B. Bruno Iksil  
C. Javier Martin-Artajo  
D. David Cameron | B |
| 10. D | Ann Bernard finally forgave her stepmother after several years of minimal contact, which began when Ann left home at the age of 17 to join the what? | A. Circus  
B. Navy  
C. Broadway  
D. Marines | D |
| 11. C | Morgan Stanley is looking to pursue a joint-venture with a sovereign-wealth fund from which nation that is also the host of the World Cup in 2022? | A. Brazil  
B. Qatar  
C. Russia  
D. United Arab Emirates | B |
| 12. B | Singapore Airlines announced recently that it will stop offering its non-stop flight between Newark and Singapore. The flight took more than 18 hours and, round trip, it cost $10,000. To avoid international layovers, passengers can book a similar flight between Singapore and what U.S. city, which costs just $7,300? | A. Portland  
B. Los Angeles  
C. Miami  
D. Boston | B |
| 13. C | Which money manager has 20% of its portfolio in Greek debt? | A. Greylock Capital  
B. Third Point  
C. Fir Tree Partners  
D. Appaloosa Management | A |
| 14. B | Ford, which recently sold the last of its pieces of its parts business to Detroit Thermal Systems, will now look to Europe, where it has to deal with another downsizing. What was the name of Ford's parts business? | A. Parteon  
B. Visteon  
C. Ford Parts  
D. Parts by Ford | B |
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| 15. C | Cerberus Capital is considering a bid of $5 billion for Supervalu after the success of which supermarket chain that it took over six years ago? | A. Albertsons  
B. Giant Eagle  
C. Kroger  
D. Meijer | A |
| 16. D | Which famous perfectionist was known to fine their backup singers when they missed a beat or when they didn't have a shoe shine? | A. Barbara Streisand  
B. Kurt Cobain  
C. Beyoncé  
D. James Brown | D |
| 17. C | With the recent increase in demand due to Hurricane Sandy, futures of what were up 14% in October? | A. Glass  
B. Lumber  
C. Cement  
D. Steel | B |
| 18. D | The NBA's plan to study the economics of accepting advertisers' logos on uniforms was lost in the news that the NBA commissioner will be retiring in 2014. Who is the NBA commissioner? | A. Blake Griffin  
B. Adam Silver  
C. David Stern  
D. Jerry West | C |
| 19. B | Federal prosecutors are in talks to settle a dispute regarding money laundering charges with what major casino company? | A. MGM  
B. Caesars Entertainment  
C. The Four Queens  
D. Las Vegas Sands | D |
| 20. D | Among the weirdest excuses for an employee missing work was that an employee was upset after watching "The Hunger Games". Another weird excuse was that an employee was bitten by a bird. Another was that an employee's toe was stuck in a what? | A. Nose  
B. Faucet  
C. Door  
D. Mouse trap | B |
| 21. B | The Canadian government recently rejected a $5.2 billion bid from Petronas, a state-owned Malaysian energy company. Petronas, which the company is known as, was seeking to acquire what type of company? | A. Wind  
B. Rain  
C. Natural Gas  
D. Oil | C |
| 22. C | What is the name of the agreement that requires banks to boost the cushion they hold against losses and requires them to hold more capital back from their assets, particularly in residential and commercial real estate? | A. Basel III  
B. Geneva III  
C. Zurich III  
D. Bern III | A |
| 23. C | Due in part to pent up demand for the iPhone 4S, which quarter was Apple’s most successful in 2011? | A. First Quarter  
B. Second Quarter  
C. Third Quarter  
D. Fourth Quarter | D |
| 24. D | What object has a 4-inch limit if you want to bring it with you on an airplane? | A. Shampoo bottle  
B. Letter opener  
C. Nail trimmers  
D. Scissors | D |
| 25. B | Cummins Inc. and Eaton Corp. have noticed that some of their customers are canceling or postponing orders due to what they consider uncertain government economic policies moving forward. What specific line of business are the two companies involved in? | A. Machinery  
B. Chemicals  
C. Consumer Durables  
D. Consumer Flimsies | A |
| 26. C | At the end of October, UBS announced that it would cut 10,000 jobs, mainly from which division of the bank? | A. Commodities trading  
B. Investment research  
C. Investment-banking  
D. Foreign exchange trading | C |
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| 27. | D | Delta Airlines provides luxurious air service for 21 NBA teams, 15 MLB teams, 15 NFL teams, 2 NHL teams, 35 college football teams, and 40 college basketball teams. For his last flight with his team, Delta had an elaborate feast prepared for Chipper Jones, which included what for dessert? | A. Pink Lemonade Cheesecake  
B. Chocolate Soufle  
C. Bananas Foster Crepes  
D. Chocolate Ganache Cake | A |
| 28. | B | October surprise. Up 7% from October last year, auto makers sold 1,092,205 light vehicles last month. Which one of the six major car makers saw a decline in sales? (GM, Ford, Toyota, Chrysler, Honda, Nissan). | A. GM  
B. Toyota  
C. Ford  
D. Nissan | D |
| 29. | B | News Corp. and what other major publisher were mentioned to have talked about a potential merger of their book units? | A. Shark  
B. Penguin  
C. Polar Bear  
D. Sea Lion | B |
| 30. | D | Microsoft’s new tablet device supports full versions of Microsoft Word, Excel and what other standard Microsoft Office program? | A. Access  
B. Visio  
C. PowerPoint  
D. Outlook | C |
| 31. | C | Betting against what currency has been very painful over the past few years, but currency traders are ready to do it again? | A. Yuan  
B. Euro  
C. Pound  
D. Yen | D |
| 32. | C | How many days was the New York Stock Exchange closed due to Hurricane Sandy? | A. 0 Days  
B. 1 Day  
C. 2 Days  
D. 3 Days | C |
| 33. D | TSA has a "trusted-traveler" program, which allows fliers to go through special screening lanes where they do not have to remove their shoes. This program is called PreCheck. Unfortunately, it doesn't always work, which Ian Blumenstein found to be a result of his reservation lacking what? | A. Birth date  
B. Home address  
C. Middle name  
D. Ticket price | C |
| 34. B | Apple sold 26.9 million iPhones in its fourth quarter, up 58% from the year-earlier period and above predictions of 24 to 26 million. In contrast, and below estimate, the company sold just 14 million what? | A. iTV  
B. iHome  
C. iPad  
D. iPod | C |
| 35. D | Who is the director of thoracic surgery at the University of Washington's Harborview Medical Center, as well as the medical director of Strong for Surgery? | A. Doug Rice  
B. Morrie Johnson  
C. Karen Mauck  
D. Thomas Varghese | D |
| 36. C | Goldman Sachs and Morgan Stanley have both looked into selling which trading unit of their respective companies? | A. Bonds  
B. Mutual Funds  
C. Commodities  
D. ETFs | C |
| 37. D | "Let Timmy Smoke" was a phrase written on t-shirts to support who? | A. Tim Tebow  
B. Tim Lincecum  
C. Timmy Hansen  
D. Tim Hardaway | B |
| 38. B | Dow Chemical recently announced a 5% workforce cut to accompany the closure of 20 manufacturing facilities. The restructuring effort is expected to save the company $500 million annually, starting in 2014. The closures will occur in Europe, Japan and what other country? | A. Turkey  
B. Libya  
C. Brazil  
D. United States | D |
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| 39. D | Women in the southern California entertainment industry are served by makeup bars like Blushington Makeup & Beauty. By way of eye makeup, what is the most requested look at Blushington? | A. Eye de la Tigre  
B. Blue-eyed bombshell  
C. Eye love you  
D. Daytime Smoky Eye | D |
| 40. C | The futures of which commodity have seen surprisingly sweet demand in mid-October? | A. Sugar  
B. Honey  
C. Cocoa  
D. Bananas | C |
| TIEBREAKER D | According to a survey of 5,250 working professionals by the career website theFIT, 1 in 7 women and 1 in 5 men have lied about being what? | WRITE YOUR ANSWER HERE: | SICK |