

# College Admission

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IB Business and Management (SL and HL) Examination

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## Question: 1

According to experts, what is true about an effective instructional strategy that helps teaching and student learning and performance?

- A. Teachers' telling student's success stories will not help them see cause and effect.
- B. Teachers should have students keep logs to help them connect efforts to results.
- C. Teachers' tangible rewards to students are more effective than symbolic rewards.
- D. Teachers should ensure equitable treatment by making student rewards uniform.

**Answer: B**

Explanation:

As educator expert Robert Maranon has noted, effective instructional strategies include relating success stories to students, which reinforces their efforts in school and helps them see the causal relationship between effort and achievement. Another strategy that promotes this connection is having students keep logs and analyze them (b). Maranon advises teachers to give symbolic, not tangible, rewards to students (c) to recognize their efforts and achievements more effectively, and to personalize or individualize those rewards for each student to make them more meaningful and relevant than uniform rewards (d).

## Question: 2

What is the common name of employment websites where employers post jobs, and individuals can research companies and apply to openings?

- A. Job boards
- B. Job fairs
- C. Hiring events
- D. Online career searches

**Answer: A**

Explanation:

In addition to viewing employment opportunities, job boards allow individuals to apply for jobs and/or submit resumes, read company reviews, and research salary ranges. Popular US job boards include Indeed, CareerBuilder, Glass door, and Simply Hired.

## Question: 3

After a class unit on environmental education, one student wants to study this topic in greater depth, develop specific expertise in sustainable practices' and research various environmental jobs to consider future career paths. Which kind of learning center(s) would help accomplish all these goals?

- A. Any or all of these
- B. An enrichment center
- C. A skill development center
- D. An interest/exploratory center

**Answer: A**

Explanation:

Self-contained classroom learning centers supply varied, easily accessed learning materials for self-directed student learning activity. Students can independently study class topics in greater depth in enrichment centers (b), learn specific expertise related to such topics in skill development centers (c), and find out more information, like researching various careers related to these topics, in interest and/or exploratory centers (d).

### Question: 4

What does the refresh button do on a web browser?

- A. Reloads the current webpage
- B. Closes and reopens the browser
- C. Takes the user back to the default homepage
- D. Clears all saved data from the current browsing session

**Answer: A**

Explanation:

The refresh button (or the corresponding hotkey, typically FS or Ctrl-R in Windows, Command-R in macOS) reloads the webpage that the user is currently viewing. Downloading the data anew from the remote site. This is useful if the user is looking at a dynamic page that changes over time, and the user wants to see what has changed on the page since it was originally loaded—for instance, if the user is looking at a comment thread that may have accumulated new posts. It may also be useful if the page initially failed to load completely: refreshing the page may (or may not) cause it to load successfully on the second try, especially if the connection status has changed.

### Question: 5

During mock interviews, the business end teacher helps students learn how to discuss non-technical skills that include flexibility, teamwork, integrity, and time management. What are these skills called?

- A. Hard skills
- B. Requisite skills
- C. Personality skills

D. Soft skills

**Answer: D**

Explanation:

Soft skills are personal attributes that enable employees to interact. Because of the importance of these skills in the workplace, educators are expected to include lessons on them. Job applicants should include these personality traits in their cover letters and discuss them in job interviews.

### Question: 6

When itemizing deductions on a federal tax return, an individual taxpayer may be able to deduct all but which of the following?

- A. Interest paid on a mortgage
- B. Charitable donations
- C. Losses from theft
- D. Groceries

**Answer: D**

Explanation:

When itemizing deductions on a federal tax return, a taxpayer may be able to deduct all of the things listed here except for food costs. Mortgage interest, losses from theft and charitable donations are all tax-deductible under certain circumstances.

### Question: 7

Dividing a broad customer base into different subgroups is referred to as

- A. Differentiation
- B. Targeting
- C. Market segmentation
- D. Profiling

**Answer: C**

Explanation:

Market segmentation allows companies to personalize marketing campaigns, which leads to a more efficient use of marketing resources. These target markets allow businesses to focus on common demographics (e.g., hurricane-reinforced windows might be marketed to those who live in areas prone to tropical storms).

### Question: 8

Which of these statements accurately reflects recommended practices for giving students learning goals and feedback?

- A. Learning goals for students should be unrelated to their personal goals.
- B. Contracts are good ways to define goals and grades for reaching them.
- C. Teachers should give students general, delayed, and positive feedback.
- D. Teachers should be the only ones who lead student feedback sessions.

**Answer: B**

Explanation:

One recommended way for defining student learning goals and what grades they will receive for meeting those goals is for teachers and students to write and sign contracts agreeing to goal and grade terms. Experts say student learning goals should be compatible with student personal goals, not unrelated (a). They note it is important for teachers to give students specific, timely, and corrective feedback (c). They also recommend that teachers invite students to lead feedback sessions (d).

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