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Name:_____ Class:_____ Date:_____

Chapter 02: Know Yourself to Market Yourself

True / False

1. A job-specific skill is one that an employer teaches you on the job.
   a. True
   b. False

ANSWER: False
POINTS: 1
LEARNING OBJECTIVES: 1

2. Skills, abilities, and attitudes that you can transfer from one job or career to another are called transferable skills.
   a. True
   b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: 1

3. Transferable competencies are especially important to job seekers with limited work experience.
   a. True
   b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: 1

4. Volunteer work is not a good way to explore your career interests because it is not paid work, so it doesn't count.
   a. True
   b. False

ANSWER: False
POINTS: 1
LEARNING OBJECTIVES: 1

5. Your Personal Brand Statement is a power-packed statement that summarizes the benefits you offer an employer.
   a. True
   b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: 2

6. Your Personal Brand Statement should focus entirely on your related work skills and experiences, not your personal traits.
   a. True
   b. False

ANSWER: False
POINTS: 1
LEARNING OBJECTIVES: 2

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7. You could make your Personal Brand Statement stronger by discussing it with friends, family, and school counselors.
   a. True
   b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: 2

8. You should tailor your 30-Second Commercial depending on who you are talking with and what that person is looking for.
   a. True
   b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: 2

Multiple Choice

9. Maia is completing an associate's degree in graphic design. Her job at the copy shop is probably:
   a. of no help in getting a graphics design job.
   b. a good way to develop transferable skills.
   c. the best job she can ever hope to get.

ANSWER: b
POINTS: 1
LEARNING OBJECTIVES: 1

10. Which of the following is a transferable competency?
   a. Mix a dental adhesive
   b. Drive a taxi in New York City
   c. Meet deadlines under pressure
   d. None of the above

ANSWER: c
POINTS: 1
LEARNING OBJECTIVES: 1

11. Which of the following is a job-specific skill?
   a. Operate an industrial oven
   b. Arrive to work on time every day
   c. Maintain a positive attitude
   d. None of the above

ANSWER: a
POINTS: 1
LEARNING OBJECTIVES: 1

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12. When you conduct your personal inventory of what you can offer an employer and what you want from a job, you should consider:

a. your education and training.
b. your experience, skills, and achievements.
c. your desired salary range.
d. all of the above
e. only a and b

ANSWER: d
POINTS: 1
LEARNING OBJECTIVES: 1

13. When you describe your achievements, it is best to:

a. be humble and describe only what you did, not the importance of your achievement.
b. describe what you did, how you did it, and the importance of the results to the organization.
c. exaggerate the results of your work just a little to ensure that you can compete against other job applicants.

ANSWER: b
POINTS: 1
LEARNING OBJECTIVES: 1

14. Your Personal Brand Statement:

a. can be used in your resume, cover letters, and interviews.
b. should not be shared but kept as a personal reminder of who you are and what you have to offer.
c. should not be changed once you write it.
d. both b and c

ANSWER: a
POINTS: 1
LEARNING OBJECTIVES: 2

15. When writing your Personal Brand Statement, think about:

a. only what you do well at in school related to your career field.
b. what your friends and family appreciate most about you.
c. what brand of products you prefer to use when doing work related to your career field.

ANSWER: b
POINTS: 1
LEARNING OBJECTIVES: 2

16. Which of the following is NOT a good Personal Brand Statement?

a. I like to be part of a team so that we can all succeed by working together.
b. I am a person who sees beauty everywhere and tries to capture it in ways that others will appreciate.
c. Using innovative thinking and a broad knowledge of world events, I craft strategies for success.
d. I like to fix computers because my mom showed me how to do this when I was just 12 years old.

ANSWER: c
POINTS: 1

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Chapter 02: Know Yourself to Market Yourself

LEARNING OBJECTIVES: 2

17. A _____ is a short speech that highlights your strongest qualities that might be of interest to the person you are talking to.

a. 30-Second Commercial

b. resume

c. Personal Brand Statement

ANSWER: a

POINTS: 1

LEARNING OBJECTIVES: 2

Essay

18. Explain why employers seek employees with both job-specific and transferable skills.

ANSWER: Employers want to hire people who will make their businesses more successful without having to provide too much more training. Both job-specific and transferable skills help employee success both now and when future changes occur.

POINTS: 1

LEARNING OBJECTIVES: 1

19. Explain why it is important to assess one's own skills, competencies, traits, values, and so on. List at least two resources that can help you with your assessment.

ANSWER: This information helps in making good choices when selecting which jobs to apply for, selecting which companies to consider as prospective employers, and considering specific job offers. It's all about finding the right fit. Resources include the school career center, the Internet, and commercial software packages.

POINTS: 1

LEARNING OBJECTIVES: 1

20. What are a Personal Brand Statement and a 30-Second Commercial? What is the value in creating both of these?

ANSWER: A Personal Brand Statement is a summary of what a job seeker has to offer an employer. A 30-Second Commercial is a slightly shorter version of the Personal Brand Statement that focuses on the benefits for the employer and varies depending on who you are talking to. Student answers on the value of these will vary but should include at least one of the following: communicate my value to a prospective employer, a short way to highlight my strongest qualities and how they benefit an employer, a good way to market myself, and can be used in many ways (such as online, in conversation, in writing) to describe what I can offer an employer.

POINTS: 1

LEARNING OBJECTIVES: 2

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