

Assessment

Memory Skills in Business

First Edition

The objectives of this book are:

- To explain the capabilities of the brain
- To present key functions of memory systems
- To give practice in selecting appropriate memory systems

■ CRISP_{series}

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Assessment Questions for Memory Skills in Business, First Edition

Select the best response.

1. If not sent to long-term memory, short-term memory holds information about:
 - A. 15 seconds
 - B. 30 minutes
 - C. 1 hour
 - D. None of the above

2. The most important objective in memory training is learning to improve your:
 - A. Short-term memory
 - B. Long-term memory

3. Human memory is organized:
 - A. Topically
 - B. Through networks
 - C. Both of the above

4. The juncture between nerve cells is known as a:
 - A. Neurotransmitter
 - B. Neuron
 - C. Synapse
 - D. Receptor

5. Memory systems are based on:
 - A. Observation
 - B. Association
 - C. Visualization
 - D. A and B
 - E. All of the above

6. To improve your memory, it is best to use:
 - A. Visualization
 - B. Auditory memory
 - C. Both of the above

7. Those who learn rapidly and with confidence and depend less on associations are:
 - A. Auditory memorizers
 - B. Visual memorizers

8. The left side of the brain deals with information:
 - A. Holistically
 - B. In a linear, logical way
 - C. By synthesizing it into an understandable whole
 - D. By perceiving patterns even if parts are missing

9. Using visualization, memory depends upon an organized system of:
 - A. Situations
 - B. Associations
 - C. Ideas
 - D. Neurons

10. Associating images with intangibles is called:
 - A. Imagination
 - B. Visualization
 - C. Substitution
 - D. Observation

11. If you remember how to spell *piece* by noticing that it has *pie* in it, you are using a mnemonic device.
 - A. True
 - B. False

12. The mind never thinks without forming mental images.
 - A. True
 - B. False

13. Using *water* as a general word for *rain*, *creek* and *ocean* is:
- A. Substitution
 - B. Classification
 - C. Visualization
 - D. Imagination
14. To best use the memory principle of *linking*, you should imagine:
- A. Logical pictures
 - B. Ridiculous pictures
15. Memory pegs work best when you select objects that are:
- A. Familiar to you
 - B. Not used more than once
 - C. Obscure
 - D. A and B
 - E. B and C
16. To remember names, you can make use of the principle of:
- A. Association
 - B. Substitution
 - C. Positive mental set
 - D. All of the above
17. One formal system for remembering numbers of seven digits or more involves:
- A. Changing each digit into an assigned consonant sound and inserting vowels to make words
 - B. Changing each digit into a vowel and inserting consonants to make words
18. To help remember names, you should:
- A. Be interested in remembering each person's name
 - B. Ask to have a name spelled if you are unsure of it
 - C. Form an association with something familiar or silly
 - D. Any of the above

19. You should try to learn a new and useful thing every day.
- A. True
 - B. False
20. You can improve your memory ability by:
- A. Concentrating on one thing at a time
 - B. Using rote techniques
21. Jane's secret number at the bank is 7673087. To remember this number, she uses her childhood phone number that she'd never forget. She is using the technique of:
- A. Classification
 - B. Linking
 - C. Substitution
 - D. Visualization
22. Juan had to learn the names of all employees at Sunshine Market. He decided to relate each name to a food such as *Lettie = lettuce*. He was using the technique of:
- A. Rote memory
 - B. Imaging
 - C. Imagining
 - D. Substitution
23. A good technique for remembering a long number is to break it down sequentially into shorter numbers.
- A. True
 - B. False
24. Of our brain's potential, we probably use:
- A. Most of it
 - B. About 50%
 - C. About 90%
 - D. Less than 10%

25. You can improve your memory by:
- A. Improving your intelligence
 - B. Thinking of principles
 - C. Practicing techniques

**Answer Key for
Memory Skills in Business, First Edition**

Recommended response (Corresponding workbook page)

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|-----------|------------|------------|------------|------------|
| 1. A (3) | 6. C (23) | 11. A (29) | 16. D (52) | 21. C (30) |
| 2. B (3) | 7. B (23) | 12. A (31) | 17. A (53) | 22. D (52) |
| 3. C (11) | 8. B (27) | 13. B (34) | 18. D (52) | 23. A (53) |
| 4. C (12) | 9. B (28) | 14. B (38) | 19. A (58) | 24. D (11) |
| 5. E (13) | 10. C (30) | 15. D (40) | 20. A (60) | 25. C (60) |