Assessment

Networking for Success
First Edition

The objectives of this book are:

- To provide a comprehensive understanding of networking—what it is, what it is not, and why it is so important to career and personal growth

- To highlight the role of focus in defining networking goals and creating a strategic action plan for success

- To present the fundamentals of successful networking: building and growing a network, nurturing relationships with key influencers, and refining your professional presence

- To explore traditional networking tools and techniques, as well as the additional networking opportunities of e-mail and the Internet

- To explain strategies for overcoming networking challenges and roadblocks that can derail career success

CRISP_{series}

Assessment Questions for
Networking for Success, First Edition

Select the best response.

1. Two-way networking involves the following key activities:
   - A. Sharing information and contacts with others
   - B. Introducing people
   - C. Asking for help
   - D. All of the above

2. In establishing network contacts, it is wise to focus on only the business elite and not waste time with subordinates, suppliers, or co-workers.
   - A. True
   - B. False

3. In your 30-second elevator speech you should:
   - A. Introduce yourself, then listen to the other person's introduction
   - B. Focus on talking about yourself and your accomplishments
   - C. Sound as if you are reading a script
   - D. Politely excuse yourself if the person is not a good networking contact
   - E. Both A and D

4. At a networking event, when you are working the room, you should:
   - A. Have your resume and portfolio with you
   - B. Spend at least 15 minutes with each contact
   - C. Follow an acquaintance who is more outgoing
   - D. Ask for help clearly and specifically

5. Some ways to express your appreciation to mentors and networking contacts are:
    A. Nominating them for a community or industry award
    B. Purchasing tickets for a business event and inviting your most valuable contact(s) as a guest
    C. Sending birthday cards
    D. All of the above

6. Scheduling informational interviews is a good way to find a mentor.
    A. True
    B. False

7. Making a positive first impression includes:
    A. Paying attention to your appearance
    B. Shaking hands only with a person who is the same gender
    C. Avoiding exchanging pleasantries such as "What a beautiful scarf!"

8. Which of the following is NOT one of the three rules for small talk during networking:
    A. Repeating the speaker's comments
    B. Asking open-ended questions
    C. Speaking too much about yourself
    D. A and B
    E. A and C

9. When engaging in a networking conversation, do:
    A. Look around the room to determine who you're going to talk to next
    B. Ask personal questions
    C. Prepare by reading professional publications
    D. Brag about yourself
    E. Both B and D

10. Good listeners:
      A. Make sure they fit in their own agenda
      B. Make and hold eye contact with the speaker
      C. Tune in and out from the speaker at appropriate times
      D. Think about their own response while they are listening

11. A professional business card should always:
      A. Include a photo
      B. List a phone number
      C. Be readable
      D. Both B and C
      E. All of the above

12. "Cultivating the Gatekeeper" means:
      A. Creating relationships with receptionists and assistants
      B. Making small talk at networking functions
      C. Following up with contacts

13. When introducing yourself by telephone to a potential networking contact, you may want to start by dropping the name of a mutual contact but save other small talk until after you have gotten to the point of your call.
      A. True
      B. False

14. When leaving outgoing phone messages, state your name and phone number quickly so you don't waste the valuable time of your potential network contact.
      A. True
      B. False

15. Using e-mail as a networking tool is:
      A. Ineffective because most people discard their e-mail without reading it
      B. Effective because most executives read their own e-mail messages
      C. Less professional than a written note
      D. A good way to look for a job without getting caught by your boss

16. Which of the following is a good example of an attention-getting subject line for an
    e-mail message?
       A. "Executive Position Wanted"
       B. "Let's Meet"
       C. "Corporate Turnaround Expert Available"

17. E-mail content should be:
       A. Free from jokes
       B. Free from obscene language
       C. Free from mechanical errors and structural problems
       D. All of the above

18. Online alumni networks:
       A. Provide contacts with your college alma mater
       B. Are hosted by some companies to maintain contacts with previous
          employees

19. When using e-mail, netiquette dictates you should:
       A. Distribute e-mail freely to many people
       B. Mark your messages as "urgent" to get people's attention
       C. Avoid e-mail if there is a chance your message might be misunderstood
       D. Use e-mail when you want a quick response from the reader

20. Which of the following are benefits of self-promotion:
       A. Increased exposure
       B. Perceived third-party endorsement
       C. Enhanced credibility
       D. Positioning as "the expert"
       E. All of the above

21. When is it appropriate to use a press release?
       A. When you've landed a new job
       B. When you've graduated
       C. When you've published a book
       D. All of the above
       E. Both A and C

22. When writing a press release, the lead:
    A. Should be vague so the reader wants to find out more
    B. Summarize what comes later in the release
    C. Omit the most compelling facts so there is something to put in the body of the release

23. A cost-effective networking tool is writing articles for publication.
    A. True
    B. False

24. When using public speaking as a networking tool:
    A. Get training prior to speaking if you are inexperienced
    B. Do free programs for non-profit groups to gain experience
    C. Both A and B

25. Associations and college alumni groups are not usually effective networking resources.
    A. True
    B. False

Answer Key for
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Recommended response (Corresponding workbook page)

1. D (4)	6. A (21)	11. D (33-34)	16. C (50)	21. D (65)
2. B (5)	7. A (27-28)	12. A (38)	17. D (51)	22. B (67)
3. E (16)	8. C (29-30)	13. A (41)	18. B (54)	23. A (70)
4. D (18-19)	9. C (31)	14. B (44)	19. C (57-58)	24. C (74-75)
5. D (20)	10. B (32)	15. B (49)	20. E (63)	25. B (81-82)