



The Dow Jones Newspaper Fund, Inc. 2005 Business Reporting Qualifying Test

ANSWER KEY

For Fund use: SCORE _____

Student _____ College _____

Address _____ City _____ State _____ ZIP _____

Proctor's name & signature _____ Date ____/____/2004

(Print name, then sign to certify student completed the exam in one hour or less.)

Proctor's Address _____ Phone Number (____) _____

**Instructions: This test has a one-hour time limit. Please print clearly using a dark pencil or pen.
If you attach a computer printout for the writing exercise please make sure your name is on it.**

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PART I. Vocabulary – Define each word

Definition

1. demise **_cessation of existence or activity; end; death_** _____
2. subsidiary **_a company wholly controlled by another_** _____
3. inure **___To benefit or become of advantage; to habituate or to accustom to accept something undesirable_**
4. cache **_a hiding place especially for forbidden items; something stored in a secure hiding place_** _____
5. amenities **Things conducive to material comfort; a pleasant social gesture; attractiveness of real estate_**

PART II. SPELLING, GRAMMAR AND PUNCTUATION – Correct the mistake in each sentence.

1. The premise of his masters thesis was implausible. **master's**
2. Looking good always supercedes everything. **supersedes**
3. The pilot's response to the inquiry inferred that the engine failure was not her fault. **implied**
4. We must consider the ability of management to fully impliment corrective measures. **implement**
5. The process had to be replicated over again in the lab. **delete over again**
6. Retailers use early-season purchasing data to guage which items might need to be re-ordered later. **gauge**
7. Publishing defamatory remarks and opinions on public matters is covered by the defence of fair comment. **defense**
8. The accounting firm may have allowed the company to deferr income and expenses to smooth increases. **defer**
9. The cyclacality of the industry necessitates that the company diversify to stay afloat. **cyclicity**
10. Automakers and regulators has been studying how to prevent rollover in sport utility vehicles. **have**

PART III. CURRENT EVENTS/GENERAL KNOWLEDGE - Circle the letter of the correct answer.

1. Antitrust refers to a law or policy that:

- a) **curtails monopolistic power and unfair business practices**
- b) dissolves trust funds for the wealthy
- c) combats dissemination of false information

2. These airlines have filed for bankruptcy.

- a) **United and U.S. Airways**
- b) Jet Blue and Southwest
- c) Delta and Northwest

3. The chairman of the Federal Reserve is:

- a) Richard Clarke
- b) Donald Rumsfeld
- c) **Alan Greenspan**

4. The U.S. Secretary of State declared _____ was being committed in Darfur, the Sudan.

- a) infanticide
- b) fratricide
- c) **genocide**

5. Interim Prime Minister of Iraq recently visited the White House. He is:

- a) Hamid Karzi
- b) **Ayad Allawi**
- c) Tariq Aziz

6. Jon Stewart is host of:

- a) The TODAY Show
- b) **The Daily Show**
- c) The Tonight Show

7. A company's first experience with selling its stock is called:

- a) APO
- b) **IPO**
- c) BPC

8. Vice presidential candidates in the 2004 elections were:

- a) Tom Ridge and Howard Dean
- b) **Dick Cheney and John Edwards**
- c) Colin Powell and Rod Paige

9. If a company closes its books on Jan. 31, the period is known as _____

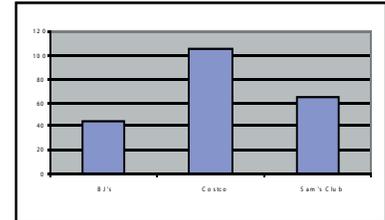
- a) a calendar year
- b) a leap year
- c) **a fiscal year**

10. The number of U.S. military deaths in Iraq topped _____ in September.

- a) 2,000
- b) **1,000**
- c) 3,000

PART IV. NUMERACY – Answer the questions.

- 1.) Oil futures reached \$50 a barrel in September. If the price decreased to \$45 per barrel, what would the percentage decrease be? (To the nearest tenth of a percent.) 10%
- 2.) If four of 12 Hispanic families watch Spanish-language television in the U.S. and there are 18 million such households in America, how many families are watching Spanish-language broadcasting? 6 million
- 3.) Gap and Express want young professionals to spend 14% more at their stores than last year. The average 22- to 30-year-old spent \$1,500 in 2003. What's the annual target per individual shopper? \$ 1,710
- 4.) Create a bar graph comparing average annual sales at discount retailers Costco (\$105 million), Sam's Club (\$64 million) and BJ's (\$44 million). Label all elements properly.



PART V. WRITING AND REPORTING – Write a story based on the facts and quotes below. Print legibly, use the back of the test; if necessary, attach a computer printout clearly marked with your name.

THE FACTS: Students are using pagers, PDAs, cell and camera phones to cheat on tests worldwide.

Three students were prosecuted in California on charges of conspiracy to commit robbery, sentenced to a year in jail each and forced to pay \$97,000 in restitution to the Law School Admission Council, which administers the LSAT, Law School Admission Test. In 1997, one of the perpetrators bolted from the exam at the University of Southern California, later sending the answers via pager to two test takers at the University of Hawaii, Manoa, where the test was just beginning. The proctor got suspicious because the pair looked at their pagers frequently.

Some colleges are forbidding students to bring phones to exams. The penalty, whether the gadget is on or off – an automatic “F.”

China: five students caught text-messaging answers on a national college-entrance exam; England: 254 secondary-school students were caught illicitly using cell phones during tests. Other e-cheaters were found in New Zealand, South Korea, Canada and Ireland.

A handful of tech firms and software developers have begun hawking high-tech countermeasures to put the cheaters out of business. The aggressive ones block cell phone signals, others simply sound an alarm when a signal is detected. Cell Block Technologies is developing a device that would automatically reroute calls to voice mail and block outgoing calls. The product would be illegal in the U.S. Under Federal Communications Commission regulations, which prohibit interfering with licensed telecommunications.

Jim Vaseleck, executive assistant to the president of the LSAC, said the agency is not going to use electronic detection devices any time soon. He believes low-tech cheating schemes are a bigger problem, best combated by astute proctors. Many schools are shunning the devices saying they don't want to turn the facilities into high-tech surveillance zones.

THE QUOTES:

Derek Forde, CEO of Cell Busters, Inc.: “Students are able to text in their pocket without seeing their phone. They are able to do it almost blindfolded.”

Vaseleck of LSAC: “We instruct test takers and train proctors that folks are not allowed to bring electronic devices into testing centers.”

And “Electronic devices present more of a nuisance than a security problem.”

Diane Waryold, executive director of the Center for Academic Integrity at Duke University, Durham N.C.: “We are trying to create a trusting relationship between students and faculty. I don't want to see an arms race with our students.”

Putting Tech to the Test

As students turn to high-tech gadgets to cheat, schools consider turning to high-tech gadgets to stop them

By LAUREN ETTER

Staff Reporter of THE WALL STREET JOURNAL

September 13, 2004; Page R17

Cheating has entered the digital age. Around the world, students have stopped hiding crib sheets and whispering to their neighbors -- and started swapping test answers by cellphone, camera phone and PDA.

In January 2003, the University of Maryland's Robert H. Smith School of Business failed a group of accounting students for using cellphones to receive text-message answers during a test. In England last summer, proctors caught 254 secondary-school students illicitly using cellphones during tests, according to the Assessments and Qualifications Alliance, a testing administrator. In June, five students in China were caught text-messaging answers for a national college-entrance exam. The students face criminal charges of stealing state secrets. Other e-cheaters have cropped in Ireland, South Korea, New Zealand and Canada.

See the complete Technology report. Now a handful of tech firms and software developers have begun hawking high-tech countermeasures to put the cheaters out of business. The most aggressive gadgets block cellphone signals. Others simply sound an alarm when a signal is detected, and leave enforcement up to the proctor.

Test Case

Many schools and testing centers are shunning the devices, saying they don't want to turn their facilities into high-tech surveillance zones. But some high-profile names in education think electronic solutions are rapidly becoming a necessity.

Electronic cheating is "definitely a major problem. We deal with it every day," says Bud Wood, president of the National College Testing Association, a trade group for testing professionals, and manager for testing services at Brigham Young University, the largest college-testing center in the U.S. "We are trying to find ways to detect it. I think we will definitely go ahead with" purchasing cellphone detectors.

He says his center is looking at a handheld cellphone-signal detector developed by Global Gadget Ltd. of England. The device's manufacturer, Zetron, also builds detectors for Cellbusters Mobile Security Products, of Phoenix. The devices can pick up radio waves emitted from any cellphone or wireless PDA within 90 feet. When the waves are detected, the gadget flashes a red light, sounds an alarm or broadcasts a prerecorded message asking the cellphone user to turn off the phone.

Safe Haven Technologies Ltd., based in England, has developed a software application that would disable the camera function on cellphones. The blocking function kicks in whenever the phones pick up a signal from a wireless server, which would be installed in schools.

The company says it hasn't found a phone maker to install the software in its products, although there are "progressed negotiations with a growing number of handset manufacturers and network operators," says Patrick Snow, chief executive of Safe Haven.

Cell Block Technologies Inc., based in Fairfax, Va., is currently developing Quiet Cell, a device that would automatically reroute incoming calls to voice mail and block outgoing calls. "There is a tremendous amount of concern in schools -- everything from the bar exam to you name it," says J. David Derosier, president and CEO of Cell Block. "We have even talked with some schools that have offered to be test sites." Mr. Derosier says that from February to May, his company's Web site saw a 50% increase in hits from U.S. schools over last year.

But his product faces a big hurdle: It would be illegal in the U.S. under Federal Communications Commission regulations, which prohibit interfering with licensed telecommunications. Mr. Derosier says he plans to launch a grass-roots effort to change the rules, by taking his company public and having shareholders work as a lobbying team. For now, he says he will also focus on markets outside the U.S.

For some of these tech companies, anti-cheating is a relatively new sideline. Their original business was preventing cell-phone use in prisons, government and military facilities, hospitals and movie theaters -- anyplace that had imposed phone-regulation policies.

Cellbusters CEO Derek Forde says he originally thought that the detector would be best used in schools to prevent cell-phones ringing in class. He didn't realize that there was a market for anti-cheating devices until he noticed that "converged" cellphones -- which can take pictures, store lots of data, send e-mail and surf the Web -- were becoming cheap enough for students to afford.

"Students are able to text in their pocket without seeing their phone," says Mr. Forde. "They are able to do it almost blindfolded."

Currently, few schools or testing centers in the U.S. will admit to officially using electronic devices to prevent cheating. Mr. Forde says educational facilities currently account for about 5% of his sales, but adds that many potential customers are testing the device, including a large U.S. testing center.

Some schools outside of the U.S. have already put the technology in place. At Heathland School in Hounslow, England, Senior Deputy Head Nigel Roper uses a Taiwanese cellphone detector.

"Mobile-phone technology is becoming more sophisticated," Mr. Roper says, explaining that some children have been caught using cellphones to send text messages and photo images of the test answers.

He has found that the detector is best used as a deterrent rather than an active alarm. All in all, he considers the detector to be "quite a good investment."

Another British school found detectors useless. "We tried it out as an experiment, but it wasn't much use to us," says Tony Hacking, deputy head of All Hallows High School in Preston, England.

Mr. Hacking complains that the detector, from Global Gadget, isn't sophisticated enough to identify the student who is using a device -- just the general area from where the signal is coming from.

Other potential users express concerns that the detector would be prone to false alarms. Moreover, they argue, the process of hunting down an offender would be disruptive to honest test takers, and would take so long it would allow a student ample time to illicitly access a cellphone or PDA.

Michael Menage, CEO of Global Gadget, says the device is used best as a deterrent. "It is not designed to track somebody down and hone in on the exact desk," he says, adding, "Even the best cellphone detector" can't automatically pinpoint a cheater.

Still, he suggests that cheaters are intimidated by the presence of the gadget in the test room. If you received an illicit message and a proctor was patrolling with a detector, "I think you'd look pretty damned guilty," he says.

As far as disruptiveness, he says that the device can be switched to vibrate instead of sounding an alarm. But he concedes that it could be distracting to have a teacher walking down aisles pointing the device at people.

Ultimately, though, Mr. Hacking booted the device because he didn't like the reputation it gave his school. It "made our school look as if it was the cheat center of the universe."

Many schools share the concern about image. Some parents say cellphone detectors, like metal detectors, would make schools come to resemble prisons.

Diane Waryold, executive director of the Center for Academic Integrity at Duke University in Durham, N.C., thinks the prospect of electronic monitoring devices in the classroom is "a little bit troubling." She says, "We are trying to create a trusting relationship between faculty and students. I don't want to see an arms race with our students."

For the time being, most schools dictate that cellphones must be switched off during the day -- and some have banned them outright. But bans carry their own image problem. With Columbine and Sept. 11 still fresh in their memory, many parents want to keep constant lines of communication to their children.

Center of Attention

Since schools have proved tough to crack, Cellbusters is turning its attention to large testing centers, which have a hefty financial stake in the integrity of examinations. According to Tom Ewing, spokesman for Educational Testing Services, a single SAT test takes almost a year to create, and costs anywhere between \$250,000 and \$350,000.

The Law School Admission Council, the official administrator of the Law School Admission Test, or LSAT, became intimately aware of the threat in 1997, when a University of Southern California test taker ran out of the exam room with his test book. A proctor chased him, but couldn't stop him from hopping into a getaway car.

Hours later, the thief sent the LSAT answers to two test takers at the University of Hawaii at Manoa -- where the test was just commencing -- via electronic pager. The proctor became suspicious when she noticed the test takers frequently looking at their pagers. She let them finish their exams, then contacted the LSAC, which turned the case over to the Los Angeles Police Department.

All three students were prosecuted in California Superior Court on charges of conspiracy to commit robbery. They were sentenced to a year in jail each and forced to pay \$97,000 in restitution to the LSAC.

The LSAC retains experts in electronic surveillance equipment from Securitas Security Services USA Inc. to provide staff to administer tests, carry out security investigations and alert testing companies of the latest cheating gadgetry and trends.

But, for now, it doesn't use electronic detection devices. Jim Vaseleck, executive assistant to the president of the LSAC, notes that astute proctors, not gadgets, foiled the USC plot -- leading him to believe that the detectors are gratuitous.

"We instruct test takers and train proctors that folks are not allowed to bring electronic devices into testing centers," he says.

Plus, he believes that low-tech cheating schemes, which can be combated only with astute proctors, remain a bigger problem. He notes incidents where test takers carved exam answers into No. 2 pencils, selling them on the black market for close to \$1,000, or lined up different-colored M&Ms on a desk to correspond to answers of multiple-choice questions. "Electronic devices present more of a nuisance than a security problem," Mr. Vaseleck says.

Ms. Etter is a former reporter in The Wall Street Journal's Chicago bureau.