

Animal and Range Science 230 Quiz 2

Name _____ Student ID _____

This 30 point quiz is due the start of class on Monday, April 14, 2008

1. What is the definition of the 7/11 Rule?
 - a. In 7 seconds, a customer forms 11 impressions about you
 - b. In 7 seconds, a customer only hears what you say for 11 seconds
 - c. In 11 seconds a customer will blow you off if you don't sound intelligent about 7 items
 - d. None of the above
2. Effective communication is _____% verbal, _____% tone of voice and _____% body language.
 - a. 55, 45, 5
 - b. 45, 65, 35
 - c. 7, 38, 55
 - d. None of the above is about effective communication
3. According to Dr. Bellows from the Ft. Keogh research station in Miles City, what was the number one reason for a reduction in pregnancy rates?
 - a. Calf death loss during gestation
 - b. Perinatal death losses
 - c. Calf deaths from birth to weaning
 - d. Cows failed to get pregnant during the breeding season
4. How much more energy (expressed as total digestible nutrients, TDN) is required by a 1600 lb cow compared to an 800 lb cow?
 - a. 50%
 - b. 39%
 - c. 100%
 - d. 78.2%

5. What is the number one way that “low cost” producers have found to reduce cow cash costs/year?
 - a. Reduce harvested and supplemental feed costs
 - b. Use the right kind of genetics for your environment
 - c. Reduce labor costs and implement a strong herd health program
 - d. All of these are important in helping to reduce overall cow costs
6. Feed costs represent approximately 2/3 of yearly cow costs.
 - a. True
 - b. False

REMEMBER NO CLASS ON APRIL 16TH . INSTEAD I WANT YOU TO ATTEND THE MONTANA NUTRITION CONFERENCE AT THE GRAN TREE HOTEL ON 7TH STREET ON APRIL 15TH STARTING AT 12:30 PM