

Forbes Standards Practice Test (Sample)

Study Guide



Everything you need from our exam experts!

Copyright © 2026 by Examzify - A Kaluba Technologies Inc. product.

ALL RIGHTS RESERVED.

No part of this book may be reproduced or transferred in any form or by any means, graphic, electronic, or mechanical, including photocopying, recording, web distribution, taping, or by any information storage retrieval system, without the written permission of the author.

Notice: Examzify makes every reasonable effort to obtain accurate, complete, and timely information about this product from reliable sources.

SAMPLE

Table of Contents

Copyright	1
Table of Contents	2
Introduction	3
How to Use This Guide	4
Questions	5
Answers	8
Explanations	10
Next Steps	16

SAMPLE

Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

SAMPLE

- 1. Given a stock price of \$120 and diluted EPS of \$4, what is the P/E ratio and what does it suggest?**
 - A. P/E = 30; indicates price relative to earnings and should be compared to the industry average for context.**
 - B. P/E = 30; indicates earnings exceed price.**
 - C. P/E = 0.033; indicates very low price.**
 - D. P/E cannot be determined from these figures.**

- 2. The guest is always asked permission before which action during a phone call?**
 - A. Being placed on hold**
 - B. Ending the call**
 - C. Transferring to another department**
 - D. Returning to caller after hold**

- 3. Which statement describes how a correction should be surfaced to readers?**
 - A. Corrections should be made silently without notifying readers.**
 - B. Corrections should be buried in the revision history with no note.**
 - C. Corrections should be posted as a separate article only.**
 - D. Corrections should be updated in the article, a correction note should be appended, and the revision history should be accessible.**

- 4. Which option best reflects pampering in practice?**
 - A. Refusing service**
 - B. Providing extra kindness and indulgence**
 - C. Giving minimal attention**
 - D. Forcing to comply quickly**

- 5. Breakfast is served within how many minutes?**
 - A. 25 minutes**
 - B. 35 minutes**
 - C. 20 minutes**
 - D. 40 minutes**

- 6. What is the minimum amount of times a guest's name should be used?**
- A. Twice**
 - B. Once**
 - C. Three times**
 - D. Four times**
- 7. How should Forbes handle potentially libelous statements?**
- A. Publish with a disclaimer after 24 hours.**
 - B. Avoid publication unless verifiable; consult legal; provide robust sourcing; include disclaimers if necessary.**
 - C. Print a correction after one week.**
 - D. Publish anyway if sources are credible.**
- 8. How should Forbes handle user-submitted corrections or feedback?**
- A. Review submissions, correct when warranted, acknowledge user contributions, and maintain moderation standards.**
 - B. Ignore all submissions.**
 - C. Review submissions, correct when warranted, acknowledge user contributions, and maintain moderation standards.**
 - D. Publicly shame submitters for mistakes.**
- 9. In journalism ethics, what is the primary purpose of corroboration in reporting?**
- A. To confirm claims with multiple independent sources and primary documents.**
 - B. To support the narrative you want to publish.**
 - C. To speed up the publication process.**
 - D. To avoid mentioning sources.**
- 10. What is the standard for weather or crisis reporting?**
- A. Use official sources, verify rapidly, present uncertainty where relevant, and avoid panic.**
 - B. Rely on unofficial social media for immediate updates.**
 - C. Exaggerate worst-case scenarios to alert readers.**
 - D. Ignore uncertainty and present information as certainty.**

Answers

SAMPLE

1. A
2. A
3. D
4. B
5. A
6. A
7. B
8. C
9. A
10. B

SAMPLE

Explanations

SAMPLE

1. Given a stock price of \$120 and diluted EPS of \$4, what is the P/E ratio and what does it suggest?

A. P/E = 30; indicates price relative to earnings and should be compared to the industry average for context.

B. P/E = 30; indicates earnings exceed price.

C. P/E = 0.033; indicates very low price.

D. P/E cannot be determined from these figures.

Understanding how to compute and interpret the price-earnings ratio shows how much investors pay for a dollar of earnings. The P/E ratio is calculated by dividing the stock price by diluted earnings per share. With a price of 120 and diluted EPS of 4, the P/E is $120 \div 4 = 30$. A P/E of 30 means the stock is valued at 30 times its annual diluted earnings, i.e., investors are paying 30 dollars for each dollar of earnings. This number should be compared to the industry average or the company's own historical P/E to gauge valuation—whether 30 is high, low, or fair depends on growth expectations and peers. It does not imply that earnings exceed price; rather, it reflects how richly the market prices current earnings.

2. The guest is always asked permission before which action during a phone call?

A. Being placed on hold

B. Ending the call

C. Transferring to another department

D. Returning to caller after hold

The main idea is obtaining consent before placing a guest on hold during a phone call. Placing someone on hold interrupts their conversation, so polite service requires you to ask permission first—"May I place you on hold for a moment while I check that for you?" This shows respect for their time and gives them control over the situation. If they agree, you provide an estimated wait and check back if it's longer than expected. If they don't want to be held, you offer alternatives like a call-back or continuing without hold. Ending the call or transferring to another department aren't universally initiated with prior permission in the same clear, universal way. Ending the call is typically a mutual conclusion, while transferring can involve consent but isn't the single best fit for the "before what action" rule in this scenario. Returning to the caller after hold is something you do after the hold, not the action you must approve before starting the hold.

3. Which statement describes how a correction should be surfaced to readers?

- A. Corrections should be made silently without notifying readers.**
- B. Corrections should be buried in the revision history with no note.**
- C. Corrections should be posted as a separate article only.**
- D. Corrections should be updated in the article, a correction note should be appended, and the revision history should be accessible.**

Corrections should be surfaced to readers in a transparent and traceable way. The best approach is to update the article with the correct information, append a correction note describing what was wrong and what changed, and keep the revision history accessible so readers can review the edit timeline. This approach keeps the correction in the original context, provides clarity about the changes, and supports accountability and trust in the publication. Silent edits, hiding the change in revision history without a note, or issuing a separate correction article all undermine transparency and can confuse readers about what was corrected. So the proper practice is to update the article, attach a correction note, and maintain an accessible revision history.

4. Which option best reflects pampering in practice?

- A. Refusing service**
- B. Providing extra kindness and indulgence**
- C. Giving minimal attention**
- D. Forcing to comply quickly**

Pampering is about making someone feel cared for through extra attention, comfort, and indulgence beyond ordinary service. The option that describes providing extra kindness and indulgence fits this idea best, because it goes beyond the routine to create a sense of special care and consideration. For example, offering thoughtful gestures or small luxuries shows that you're prioritizing the other person's comfort and enjoyment. The other choices don't align with pampering: refusing service conveys denial, giving minimal attention suggests neglect, and forcing quick compliance reflects coercion rather than care.

5. Breakfast is served within how many minutes?

- A. 25 minutes**
- B. 35 minutes**
- C. 20 minutes**
- D. 40 minutes**

Timing targets for breakfast service show how quickly a guest should receive their meal after ordering. The best choice here is the 25-minute window because it strikes a practical balance between speed and quality. It gives the kitchen enough time to prepare and plate a complete breakfast and allows the service team to deliver it while it's hot and appealing. If the target were much shorter, it could pressure staff and lead to mistakes or lower food quality. If it were much longer, guests would wait longer than expected, which can lead to dissatisfaction and potential service failures.

6. What is the minimum amount of times a guest's name should be used?

- A. Twice**
- B. Once**
- C. Three times**
- D. Four times**

Using a guest's name helps personalize service and shows you recognize them as an individual. The minimum is to use the name twice: once when you greet them to acknowledge who they are, and again later in the interaction to confirm details, offer assistance, or close the conversation. This pairing keeps the exchange warm without feeling forced or overly formal. For example, you might say, "Good afternoon, Ms. Rivera. How can I assist you today, Ms. Rivera?" or "Welcome, Ms. Rivera. If there's anything else you need, just let me know, Ms. Rivera." Using the name a second time after the initial greeting reinforces attentiveness and respect while keeping the interaction smooth.

7. How should Forbes handle potentially libelous statements?

- A. Publish with a disclaimer after 24 hours.**
- B. Avoid publication unless verifiable; consult legal; provide robust sourcing; include disclaimers if necessary.**
- C. Print a correction after one week.**
- D. Publish anyway if sources are credible.**

The main idea being tested is handling potentially defamatory statements with thorough checks before publishing. The best approach is to avoid publishing until you can verify the facts with solid, corroborated sources, bring in legal counsel to assess risk, provide robust sourcing to back every claim, and use disclaimers if needed to clarify the status or limitations of the information. This process protects accuracy and reduces the chance of harm to someone's reputation, while also safeguarding the publication from legal exposure. Publishing quickly with only a vague disclaimer doesn't ensure accuracy and can spread unverified or false information. Waiting too long to issue a correction after a long time misses the opportunity to set the record straight when the information has already circulated. Publishing regardless of verification, even if sources seem credible, overlooks the essential step of confirming facts through multiple independent sources and legal review.

8. How should Forbes handle user-submitted corrections or feedback?

- A. Review submissions, correct when warranted, acknowledge user contributions, and maintain moderation standards.**
- B. Ignore all submissions.**
- C. Review submissions, correct when warranted, acknowledge user contributions, and maintain moderation standards.**
- D. Publicly shame submitters for mistakes.**

Handling user-submitted corrections requires a careful, principled process that supports accuracy and trust. Review each submission, verify the facts, and make corrections when warranted to keep information reliable. Acknowledge contributors to show appreciation and encourage helpful participation. Maintain moderation standards to ensure changes align with editorial guidelines and apply consistently across content. Ignoring submissions misses opportunities to fix errors and undermines trust. Publicly shaming submitters harms credibility and discourages constructive engagement. Together, these practices promote accuracy, transparency, and respectful collaboration.

9. In journalism ethics, what is the primary purpose of corroboration in reporting?

- A. To confirm claims with multiple independent sources and primary documents.**
- B. To support the narrative you want to publish.**
- C. To speed up the publication process.**
- D. To avoid mentioning sources.**

Corroboration in journalism means verifying information by checking it against multiple independent sources and primary documents. This approach ensures that a claim isn't based on a single, potentially faulty source and that the details hold up under scrutiny. By triangulating information from different perspectives and consulting firsthand records, reporters can distinguish fact from rumor and reduce the risk of publishing something misleading. Using primary documents strengthens reliability because they are direct, verifiable materials the journalist can examine rather than rely on secondhand summaries. That's why the primary purpose is to confirm claims through diverse, trustworthy evidence, which upholds accuracy and credibility in reporting. Choices that imply shaping a narrative, rushing to publish, or concealing sources conflict with journalistic ethics and undermine trust, since they put speed or persuasion over truth and transparency.

10. What is the standard for weather or crisis reporting?

- A. Use official sources, verify rapidly, present uncertainty where relevant, and avoid panic.
- B. Rely on unofficial social media for immediate updates.**
- C. Exaggerate worst-case scenarios to alert readers.
- D. Ignore uncertainty and present information as certainty.

In weather or crisis reporting, credibility comes from using official sources, verifying information quickly, presenting uncertainty when relevant, and avoiding panic. Rely on authoritative data from government meteorological services and public safety agencies, and clearly attribute all claims to those sources. Verify rapid developments by cross-checking with multiple trusted outlets or official feeds so readers get accurate, timely updates. When the situation is uncertain, communicate that clearly—state what is known, what is not known, and what might change as new data comes in. Maintain a calm, practical tone that guides readers on safety steps rather than sensationalizing threats. Relying on unofficial social media, exaggerating worst-case scenarios, or presenting information as certain when it isn't undermines trust and can mislead the public.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://forbesstandards.examzify.com>

We wish you the very best on your exam journey. You've got this!

SAMPLE