

Western Governors University (WGU) ENGL1712 D270 Composition: Successful Self-Expression Midterm Practice Test (Sample)

Study Guide



Everything you need from our exam experts!

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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

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- 1. Which term best exemplifies a company that operates internationally from its inception, such as SoundCloud?**
 - A. A firm that buys licenses from others**
 - B. A company with no international presence**
 - C. An example of agglomeration**
 - D. A firm founded to operate internationally from inception, like SoundCloud**

- 2. Which term describes a system with a one-party state and separation of trade from politics?**
 - A. Beijing Consensus**
 - B. Washington Consensus**
 - C. Civil Law**
 - D. Floating Subsidiary**

- 3. Which term describes the domination or imposition of one culture's values on others?**
 - A. Cultural diffusion**
 - B. Creolization**
 - C. Cultural imperialism**
 - D. Deal-focused culture**

- 4. Which term is defined as indirect, inexplicit speech associated with some cultures?**
 - A. Monochronic**
 - B. Silent Language**
 - C. High-Context Culture**
 - D. Polycentrism**

- 5. What term describes moves of jobs from foreign back to domestic locations?**
 - A. Offshoring**
 - B. Reshoring**
 - C. Outsourcing**
 - D. Joint Venture**

- 6. Which term best describes the practice of using external providers to perform production tasks outside the company?**
- A. Reshoring**
 - B. Turnkey Operation**
 - C. Outsourcing**
 - D. Joint Venture**
- 7. Globalization 1.0 occurred during which period?**
- A. 1950-1998**
 - B. 200BC-1700AD, silk road/start of trade between East and West**
 - C. 1500-1945**
 - D. The industrial age**
- 8. Which term describes birth-defined membership in groups such as gender or ethnicity?**
- A. Paternalism**
 - B. Ascribed Group Membership**
 - C. Social Stratification**
 - D. Autocracy**
- 9. A focus strategy means:**
- A. Serve a broad market.**
 - B. Engage in price-based competition across all segments.**
 - C. Expand globally with generic products.**
 - D. Serve a narrow niche better than other firms.**
- 10. Which term is defined as a mix of ethnocentric and polycentric approaches?**
- A. Ethnocentrism**
 - B. Geocentrism**
 - C. Interdependence**
 - D. Procedural Risk**

Answers

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

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Explanations

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1. Which term best exemplifies a company that operates internationally from its inception, such as SoundCloud?

- A. A firm that buys licenses from others**
- B. A company with no international presence**
- C. An example of agglomeration**
- D. A firm founded to operate internationally from inception, like SoundCloud**

Born-global firms operate internationally from the very start. This idea describes companies that design their business to reach global markets from day one, using digital platforms and worldwide networks to attract users and customers across borders. SoundCloud exemplifies this, since it was built to attract a global audience and serve international users from inception, rather than launching locally and expanding later. The other scenarios don't capture this immediate, world-spanning approach: buying licenses from others describes a licensing model that isn't about starting internationally; having no international presence is the opposite; and agglomeration is about geographic clustering, not international launch strategy.

2. Which term describes a system with a one-party state and separation of trade from politics?

- A. Beijing Consensus**
- B. Washington Consensus**
- C. Civil Law**
- D. Floating Subsidiary**

Beijing Consensus describes a system where a single ruling party governs, guiding development through state-led planning and gradual reforms. This approach treats trade policy as a tool for growth that doesn't depend on democratic liberalization, keeping political decisions centralized while pursuing economic openness in a pragmatic, controlled way. It contrasts with the Washington Consensus, which ties market liberalization to political reforms and democratization. The other options don't fit because Civil Law is a legal tradition, and a Floating Subsidiary is a business structure rather than a development model.

3. Which term describes the domination or imposition of one culture's values on others?

- A. Cultural diffusion**
- B. Creolization**
- C. Cultural imperialism**
- D. Deal-focused culture**

The main idea here is how power can shape culture, specifically when one culture imposes its values on others. The term that captures this dynamic is cultural imperialism. It describes a situation where a dominant culture uses its influence—through media, language, politics, or economic power—to push its beliefs, norms, and ways of life onto other cultures, often leading those cultures to adopt or feel pressure to adopt the dominant culture's standards rather than preserving their own. It isn't just about sharing ideas; it involves unequal power that prioritizes one culture over others. To contrast briefly, cultural diffusion is the broad process of cultural ideas and practices spreading between groups, which can occur with or without power imbalances and doesn't inherently imply domination. Creolization refers to the creation of new, blended cultural forms that arise from contact between cultures, highlighting hybridity rather than imposition. And a term like deal-focused culture isn't a recognized concept in this context, so it doesn't describe how cultures influence one another.

4. Which term is defined as indirect, inexplicit speech associated with some cultures?

- A. Monochronic**
- B. Silent Language**
- C. High-Context Culture**
- D. Polycentrism**

Indirect, inexplicit speech is a hallmark of communication in cultures that rely on context and relationships to convey meaning. This describes high-context cultures, where much of what is being communicated comes from the situation, shared experiences, and nonverbal cues rather than explicit words. People in these cultures often imply messages and expect listeners to read between the lines, rather than spelling everything out. This idea is part of the distinction Edward Hall made between high-context and low-context cultures. The other options describe different concepts—one is about time orientation, another about multiple centers of influence, and another about nonverbal communication broadly—yet they don't pinpoint the cultural style of indirect speech the way high-context culture does.

5. What term describes moves of jobs from foreign back to domestic locations?

- A. Offshoring
- B. Reshoring**
- C. Outsourcing
- D. Joint Venture

Reshoring is the act of bringing production or jobs back to the home country after they were moved overseas. This term captures the reversal of offshoring and is used when companies decide to re-establish domestic manufacturing due to factors like improved supply-chain reliability, quality control, or changes in cost and economic conditions. Offshoring, by contrast, refers to moving jobs abroad in the first place. Outsourcing means delegating work to an external company, which can be either domestic or foreign, rather than handling it in-house. A joint venture is a formal partnership between two firms to pursue a business goal.

6. Which term best describes the practice of using external providers to perform production tasks outside the company?

- A. Reshoring
- B. Turnkey Operation
- C. Outsourcing**
- D. Joint Venture

Outsourcing is the practice of contracting with external providers to perform production tasks that happen outside the company's own facilities. The goal is to leverage specialized expertise, reduce costs, or free up internal resources to focus on what the company does best, like product design, strategy, or marketing. When a company signs a contract with a supplier or manufacturer to handle production or related processes, those tasks are done by the external party rather than in-house. This is different from reshoring, which means bringing production back inside the company; from turnkey operations, which are ready-to-use solutions provided by a vendor; and from a joint venture, which involves a formal partnership and shared ownership with another company.

7. Globalization 1.0 occurred during which period?

- A. 1950-1998
- B. 200BC-1700AD, silk road/start of trade between East and West**
- C. 1500-1945
- D. The industrial age

Globalization in this sense is about long-range connections that knit distant regions together, driven by early empires and state-led trade networks. Globalization 1.0 is the period when governments extended power across regions and built expansive trade routes, linking East and West. The timeframe from about 200 BCE to 1700 CE fits this best because it covers the rise of civilizations along the Silk Road and other wide-ranging networks that moved goods, ideas, and technologies across continents long before industrial production or digital communication reshaped global ties. It highlights how connectivity was primarily propelled by states seeking power and territory, rather than by modern corporations or individuals. In contrast, later options point to eras dominated by industrialization or recent global systems, which belong to Globalization 2.0 and beyond.

8. Which term describes birth-defined membership in groups such as gender or ethnicity?

- A. Paternalism
- B. Ascribed Group Membership**
- C. Social Stratification
- D. Autocracy

Ascribed group membership describes membership in social groups that is assigned at birth, such as gender or ethnicity, rather than chosen or earned later in life. This concept captures how certain identities are given to you by birth circumstances and shape how society categorizes you from the start. For example, being born into a particular gender or ethnic group places you in those categories regardless of personal choices or changes over time. Paternalism is about authority and guiding others for their supposed good, not about how social groups are defined. Social stratification refers to the hierarchy and unequal distribution of resources in a society, not to the birth-based assignment of group identity. Autocracy is a form of government with a single ruler, unrelated to social membership.

9. A focus strategy means:

- A. Serve a broad market.
- B. Engage in price-based competition across all segments.
- C. Expand globally with generic products.
- D. Serve a narrow niche better than other firms.**

A focus strategy concentrates on a narrow market segment and tailors offerings to that group's specific needs. The aim is to serve that niche more effectively than broader competitors, often by either differentiating for that segment or by cutting costs to serve it more efficiently. This is why the best description is to serve a narrow niche better than other firms: the emphasis is on carving out a distinct position within a limited market, rather than appealing to everyone or offering generic products. Other options describe broader approaches—for example, targeting the entire market, competing on price across all segments, or expanding with generic products globally—which don't align with focusing resources and capabilities on a single, defined group.

10. Which term is defined as a mix of ethnocentric and polycentric approaches?

- A. Ethnocentrism
- B. Geocentrism**
- C. Interdependence
- D. Procedural Risk

The main idea here is how organizations blend different management orientations across borders. Ethnocentrism prioritizes the home office and its practices, while polycentrism defers to local host-country norms and managers. Geocentrism, by contrast, combines these perspectives into a global approach that seeks the best practices and talent from anywhere and applies them across the whole company. That mix captures weaving together home-country insight with local adaptability, which is why geocentrism fits the definition. Procedural risk isn't about management orientation, so it doesn't describe this concept.

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://wgu-engl1712d270.examzify.com>

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

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