# 252201 FORMATIVE ASSESSMENT

### Formative Assessment 1

#### On Your Own

Identify the people in your current work team; then explain the traits which you feel they require adding to their effectiveness within the team

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Identify the traits in your current team leader which can be enhanced to serve the team more effectively.

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Now let’s take a look at a working example of how a good team is built, from a marketing project managers’ point of view:

BUILDING a good team is the single most important thing a Marketing Project Manager can do to achieve a successful project.

With the right attitude, a team will overcome almost any difficulty to succeed in its goals.

### Formative Assessment 2

#### On Your Own

#### Part 1 – My Culture

This activity explores ethnocentrism and how we perceive other cultures.

Choose a culture other than your own (for example, a different national, religious or organisational culture).

List ideas, behaviours, rituals, or practices of that group that is different to your own.

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Which of the ideas, behaviours, rituals, or practices make sense to you? Which do you interpret as strange or silly?

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Which ideas, behaviours, rituals, or practices in your own culture would members of the other culture not understand? Which would they label as strange/silly?

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