

## Motown Study Guide Questionnaire

1. Who was the Founder of Motown Records?  
a. Smokey Robinson b. Diana Ross c. Dick Clark d. Berry Gordy
2. What was the most successful “Black Owned Business” in the United States in the late 1950’s?  
a. RCA b. Columbia c. Motown Records d. PolyGram Records
3. Berry Gordy was a brilliant High School student who went on to college and finished his degree at Howard University. T or F (Circle one)
4. At first, Gordy turned to what profession to make money fast?  
a. Car Sales b. Online Sales c. Boxing d. Horse Racing
5. After serving in the Korean War, Gordy turned to song writing even though he couldn’t read music. What Detroit singing star would give Gordy his first big break?  
a. Diana Ross b. Michael Jackson c. Jackie Wilson d. Prince
6. Who was the singer/song writer with whom Gordy partnered to form Motown Records?  
a. Smokin’ Joe Frazier b. Ed Sullivan c. Smokey Robinson d. Lady Gaga
7. What was the sign on the building called that housed Motown Records?  
a. Hitsville U.S.A. b. A&M Records c. PolyGram Records d. RCA Records
8. What was Motown Records first big hit?  
a. I Want You Back b. Speechless c. ABC d. Shop Around
9. What singing group first performed this hit?  
a. Marvelettes b. Jackson 5 c. Smokey Robinson & the Miracles
10. “Shop Around” was a big hit on both “Black & White” Pop Charts. T or F
11. The name of the hit song that reached the number 1 position on the charts after “Shop Around” and sung by the Marvelettes was:  
a. Mr. Lonely b. Mr. Softie c. Mr. Smith Goes to Washington d. Mr. Postman
12. Gordy’s number one wish was to create the “Motown:”  
a. Logo b. Automobile c. Sound d. Toyline
13. What Motown Group finally achieved “Cross Over” status into the “White Music Market?”  
a. Diana Ross & the Supremes b. Prince c. The Marvelettes d. Chicago

14. Berry Gordy wanted to create music that “all races” could love and enjoy. T or F

15. Berry Gordy had a gift for talent. Who did he discover?

a. Stevie Wonder b. Jackson 5 c. The 4 Tops d. The Supremes e. All