

# MANAGEMENT, MARKETING & HUMAN RESOURCES CONCEPTS (591)

—OPEN EVENT—

**REGIONAL – 2019**

**DO NOT WRITE ON TEST BOOKLET**

*TOTAL POINTS* \_\_\_\_\_ (100)

Failure to adhere to any of the following rules will result in disqualification:

1. Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.
2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.
3. Electronic devices will be monitored according to ACT standards.

No more than sixty (60) minutes testing time

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*Workplace Skills Assessment Program* competition.

**MULTIPLE CHOICE**

Identify the choice that best completes the statement or answers the question.

1. The skills that help managers understand how different parts of business relate to one another and to the business as a whole are known as \_\_\_\_\_.
  - a. conceptual skills
  - b. human relations skills
  - c. technical skills
  - d. soft skills
  
2. \_\_\_\_\_ assumes that workers want to work, gives them freedom, and involves them in decision making.
  - a. Theory X
  - b. Theory Y
  - c. Theory Z
  - d. Total Quality Management
  
3. The management style that distributes decision-making power among managers at several levels is known as \_\_\_\_\_.
  - a. centralization
  - b. decentralization
  - c. total quality management
  - d. scientific management
  
4. Ownership of ideas, such as inventions, books, movies and computer programs, is known as \_\_\_\_\_.
  - a. goals
  - b. objectives
  - c. intellectual property
  - d. ethics
  
5. A manufacturer of steel *cannot* charge one price to General Motors and another price to Chrysler under the \_\_\_\_\_.
  - a. Sherman Act of 1890
  - b. Wheeler-Lea Act of 1938
  - c. Clayton Act of 1914
  - d. National Environmental Policy Act
  
6. Manufacturers can be forced to recall a defective product by the \_\_\_\_\_.
  - a. Food and Drug Administration
  - b. Federal Reserve
  - c. Environmental Protection Agency
  - d. Consumer Product Safety Commission

7. In taking a business action, loss associated with passing up other chances in favor of that action is called \_\_\_\_\_.
  - a. opportunity cost
  - b. economic choice
  - c. preference cost
  - d. scarcity
  
8. The condition in which there are too few resources for people to consume as much as they would like is referred to as \_\_\_\_\_.
  - a. scarcity
  - b. shortage
  - c. surplus
  - d. excess
  
9. Costs to be considered in selecting and launching a product are \_\_\_\_\_.
  - a. fixed costs
  - b. variable costs
  - c. opportunity costs
  - d. all of the above
  
10. When the United States limits the total amount of coffee that can be imported, it is said to be restricting through a(n) \_\_\_\_\_.
  - a. quota
  - b. embargo
  - c. tariff
  - d. treaty
  
11. Companies sometimes pool resources and skills in order to achieve common goals through \_\_\_\_\_.
  - a. diversification
  - b. strategic alliances
  - c. captured markets
  - d. balance
  
12. What is the first of the six steps in the rational decision-making process?
  - a. planning how to go about making a decision
  - b. collecting the information to make a well-informed decision
  - c. identifying several possible decision options
  - d. recognizing the need for a decision
  
13. When a decision is made by an entire group that includes a manager and subordinates, which management style is being employed?
  - a. autocratic
  - b. collaborative
  - c. accommodating
  - d. leading

14. To direct the marketing activities of a company, communicate its goals, objectives, and strategies, as well as monitor its performance you would \_\_\_\_\_.
- write a marketing plan
  - conduct a SWOT analysis
  - conduct an environmental analysis
  - conduct marketing research
15. Segmenting the market based on product-related behavior involves looking at \_\_\_\_\_.
- geography and demographics
  - personality and values
  - mass marketing opportunities
  - benefits desired, shopping patterns, and usage rates
16. Low unemployment, an increase in the output of goods and services, and high consumer spending best illustrates the \_\_\_\_\_ period of the business cycle.
- recession
  - expansion
  - tough
  - peak
17. When evaluating the production function during a SWOT analysis, you would look for \_\_\_\_\_.
- cost
  - innovation
  - liabilities
  - demand of the product
18. The bureau under the direction of the Federal Trade Commission that has the responsibility for enforcing laws related to clothing labels, scams related to marketing practices, and truth in advertising is the Bureau of \_\_\_\_\_.
- Competition
  - Economics
  - Consumer Protection
  - Finance
19. Skills that help you read with more understanding include focusing your mind, improving your vocabulary, and \_\_\_\_\_.
- comparing and contrasting
  - forming pictures
  - knowing the purpose of your reading
  - planning a response
20. Customer Relationship Management suggests that \_\_\_\_\_.
- the sale is the first step in developing a relationship with your customer, not the final one
  - taking payment or taking the order is the last step in the sales process
  - if you did not close the sale today, the sale is lost forever
  - after-sale activities are just that and, as such, not part of the formal sales process

21. Premiums are \_\_\_\_\_.
- low-cost items given to consumers at a discount or for free
  - certificates that entitle consumers to cash discounts on goods or services
  - higher-priced products earned and given away through contests or sweepstakes
  - a payment fee for the right to promote products or services at or on a set location
22. Which is the *most* important goal of visual merchandising?
- to use bright colors and bold designs effectively
  - to create a positive shopping environment
  - to enhance customer convenience
  - to create an attractive storefront
23. For a small manufacturer that wants to sell its products in a new marketplace, the most economical decision would be to \_\_\_\_\_.
- hire a direct sales force who could be trained to sell the manufacturer's products
  - maintain complete control over its sales functions
  - relinquish some control over how sales are made to keep costs down
  - hire independent sales agents to sell its products
24. A perpetual inventory system \_\_\_\_\_.
- tracks items once a month
  - controls all inventory systems
  - tracks inventory on a continual basis
  - periodically computes inventory levels
25. The prices a business charges its customers for its products are important because they establish and maintain a firm's \_\_\_\_\_.
- image, competitive edge, and profits
  - ability to control competition
  - costs and expenses
  - ability to manipulate elastic and inelastic consumer demand
26. What basic function of management includes standards such as sales quotas and quality standards?
- planning
  - organizing
  - controlling
  - leading
27. "Span of control" refers to \_\_\_\_\_.
- the number of employees a manager can manage effectively
  - the number of employees in the business
  - the forecast of business for the company
  - the way in which employees report to their manager

28. Which of the following are economic benefits of profitable business?
- the value of a company's stock goes down
  - the demand for a company's product goes down
  - profitable companies attract competition
  - profitable businesses can cut back on research and development
29. What are the four main functions of an organization's operation?
- production, marketing, management, and finance
  - accounting, production, promotion, and sales
  - management, accounting, finance, and advertising
  - marketing, management, accounting and finance
30. Intellectual property rights for inventions are known as \_\_\_\_\_.
- trademarks
  - copyrights
  - design plans
  - patents
31. Voluntary product recalls are examples of good
- marketing
  - business ethics
  - resource management
  - environmental safety
32. The trend in business writing is toward \_\_\_\_\_.
- a direct, conversational style
  - frequent generalization
  - heavy reliance on jargon
  - overuse of abbreviations
33. Matching product characteristics to a customer's needs and wants is \_\_\_\_\_.
- personal selling
  - feature-benefit selling
  - cold canvassing
  - telemarketing
34. A salesperson should begin determining a customer's needs \_\_\_\_\_.
- after the product presentation begins
  - as soon as possible in the sales process
  - before closing the sale
  - when the customer introduces an objection
35. Companies rely on promotion to \_\_\_\_\_.
- release newsworthy developments about their products
  - engage in a one-way communication to the customer
  - distinguish between public relations and publicity
  - inform people about their products and services

36. The main function of publicity is to \_\_\_\_\_.
- enable an organization to influence a target audience
  - develop a positive perception or awareness of the organization in the marketplace
  - stimulate sales, reinforce advertising, and support selling efforts
  - increase sales, inform potential customers about new products, and create a positive image
37. Which is an example of a POP (point-of-purchase display)?
- an interior display
  - an architectural display
  - a functional prop
  - a vending machine
38. The two types of direct marketing are \_\_\_\_\_.
- direct mail sent to a home and electronic mail sent to an email address
  - television and radio advertisements that focus on a specific customer
  - newspapers and magazines available in a retail store
  - telephone directories and direct mail sent to a home
39. The photograph or drawing used in a print advertisement is the \_\_\_\_\_.
- ad layout
  - alliteration
  - illustration
  - slogan
40. Which is *most* often true of an effective headline?
- It makes use of synonyms.
  - It is brief.
  - It uses unfamiliar words for impact.
  - It details how the product meets the customer's need.
41. Those that sell goods to consumers through their own stores are called \_\_\_\_\_.
- brick-and-mortar retailers
  - exclusive distributors
  - e-marketplace
  - indirect distributors
42. At which part of a product's life cycle is promotion the most important?
- decline
  - growth
  - introduction
  - maturity
43. Plans that cover a one-year period of time are known as \_\_\_\_\_.
- short-range plans
  - long-range plans
  - intermediate plans
  - invested plans

44. Business people who buy goods for resale include retail buyers and \_\_\_\_\_.
- industrial buyers
  - production planners
  - wholesale buyers
  - manufacturers
45. The main goal of marketers is to keep products in the \_\_\_\_\_.
- decline stage
  - growth stage
  - introduction stage
  - maturity stage
46. What do geographics, demographics, psychographics and product benefits have in common?
- They are methods that can be used to segment a market.
  - They are examples of mass-marketing approaches.
  - They are terms used frequently in sales-oriented companies.
  - They are unrelated to one another and therefore should not be used in combination to market a product.
47. The process of reaching goals through the use of human resources, technology, and material resources is called \_\_\_\_\_.
- management
  - organization
  - empowerment
  - leadership
48. Recruiting, hiring, and providing in-service training programs are responsibilities of the \_\_\_\_\_ department.
- management
  - technology
  - human resources
  - administrative
49. Technique used when a salesperson tries to locate potential customers with little or no direct help is \_\_\_\_\_.
- feature-benefit selling
  - personal selling
  - extensive selling
  - cold canvassing
50. What nonprofit organization helps produce public service advertising campaigns for governments and other qualifying groups?
- Ad Council
  - Better Business Bureau
  - Federal Trade Commission
  - Securities and Exchange Commission