

MANAGEMENT, MARKETING & HUMAN RESOURCES CONCEPTS (591)

—OPEN EVENT—

REGIONAL – 2017

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.**
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No more than sixty (60) minutes testing time

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

1. The group responsible for the health and safety of employees in the United States is the:
 - a. Occupational Safety & Health Administration (OSHA)
 - b. American National Standards Institute (ANSI)
 - c. National Institute of Occupational Safety & Health (NIOSH)
 - d. American Conference of Governmental Industrial Hygienist (ACGIH)

2. Which of the following compensates an employee that is requesting time off for the birth of his/her child?
 - a. Personal Leave
 - b. Vacation Leave
 - c. Family Medical Leave of Absence
 - d. Sick Leave

3. Which act addresses employment discrimination on the basis of race, color, religion or national origin?
 - a. Equal Employment Opportunity Act of 1964
 - b. Title VII of the Civil Rights Act of 1964
 - c. Equal Pay Act of 1963
 - d. Four-Fifths Rule

4. What is a target market?
 - a. a group of people most likely to become customers
 - b. a group of people most likely to be similar in age
 - c. a group of people similar to one already identified
 - d. a group of people identified by using market research

5. When conducting a SWOT analysis, the internal aspect of the analysis is based on
 - a. sales, advertising, and promotions
 - b. the company's strengths and weaknesses
 - c. political, economic, socio-cultural, and technological factors
 - d. market research findings

6. The difference between what a business earns (revenue) and what it spends (costs) is known as
 - a. opportunity cost
 - b. equilibrium price
 - c. expected cost
 - d. profit

7. Rent is an example of a(n)
 - a. equilibrium price
 - b. mandatory expense
 - c. fixed cost
 - d. variable cost

8. The three phases of the marketing process are
 - a. directing, controlling, and evaluating
 - b. planning, implementation, and control
 - c. segmenting a market, targeting a group, and promoting a product
 - d. analyzing, performing, and evaluating

9. What term is used to describe people born between 1946-1964?
 - a. Generation X
 - b. Generation Y
 - c. Generation Z
 - d. Baby Boom Generation

10. A business that uses the money it makes to fund a cause is called a
 - a. global business
 - b. domestic business
 - c. nonprofit business
 - d. for profit business

11. Things that get in the way of effective listening are called
 - a. annoyances
 - b. barriers
 - c. enumerations
 - d. feedback

12. It is important when doing any business writing, that you know your purpose, your subject, and your
 - a. interest
 - b. jargon
 - c. audience
 - d. setting

13. What is cross-training in the business world?
 - a. playing on the company team
 - b. being flexible
 - c. being able to do different tasks on a business team
 - d. training different people in a company

14. What is the *most* important part of good customer service?
 - a. keeping customers happy
 - b. taking the customer side
 - c. not losing money
 - d. improving the product or service

15. Effective advertisements most often include
 - a. a focal point and lines of force
 - b. the most dominant item at the bottom
 - c. sans serif type and two colors
 - d. a signature at the top

16. In this organization structure, authority originates at the top and moves downward in a line.
 - a. matrix organization
 - b. team organization
 - c. line and staff organization
 - d. line organization

17. A detailed look at an organization's financial or other practices is known as a(n)
 - a. standard
 - b. control
 - c. audit
 - d. feedback loop

18. When a manager gives guidance to employees to perform tasks, he or she is said to be performing the task of
 - a. planning
 - b. staffing
 - c. organizing
 - d. leading

19. Specific information on careers can be found in the
 - a. Occupational Outlook Handbook
 - b. values journal
 - c. resume guide
 - d. special interest log

20. Plans that cover a one-year period of time are known as
 - a. short-range plans
 - b. long-range plans
 - c. intermediate plans
 - d. invested plans

21. Business people who buy goods for resale include retail buyers and
 - a. industrial buyers
 - b. production planners
 - c. wholesale buyers
 - d. manufacturers

22. The main goal of marketers is to keep products in the
 - a. decline stage
 - b. growth stage
 - c. introduction stage
 - d. maturity stage

23. What do geographics, demographics, psychographics and product benefits have in common?
 - a. They are methods that can be used to segment a market
 - b. They are examples of mass-marketing approaches
 - c. They are terms used frequently in sales-oriented companies
 - d. They are unrelated to one another and therefore should not be used in combination to market a product

24. The process of reaching goals through the use of human resources, technology, and material resources is called
- management
 - organization
 - empowerment
 - leadership
25. Recruiting, hiring, and providing in-service training programs are responsibilities of the _____ department.
- management
 - technology
 - human resources
 - administrative
26. A 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
27. 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
28. Point-of-Purchase displays are designed
- by public relations departments to increase revenue
 - by wholesalers to attract the general public's interest
 - primarily by manufacturers to hold and display their products
 - primarily by retailers to hold and display their products
29. 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
30. Which agency regulates the labeling and safety of food, drugs, and cosmetics sold?
- Consumer Product Safety Commission
 - Food and Drug Administration
 - Federal Trade Commission
 - Occupational Safety & Health Administration

31. 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
32. Direct marketing is a type of advertising directed to
- the general public in an attempt to increase store traffic
 - large retailers in order to convince the retailer to stock the product
 - a mass audience rather than a targeted group of prospects and customers
 - a targeted group of prospects and customers rather than to a mass audience
33. Sales promotion activities designed to get support for a product from manufacturers, wholesalers, and retailers are called
- coupons.
 - sales force promotions.
 - trade promotions.
 - consumer promotions.
34. The opportunity cost of something is
- the dollar value of the item
 - less than the dollar value of the item
 - the cost of your product
 - what you give up to get the item
35. The law of supply says that
- the quantity supplied of a good rises when the prices of the good rises
 - the quantity supplied of a good decreases when the price of the good rises
 - sellers prefer low prices to high prices
 - a seller must have both the willingness and ability to produce a good
36. The headline "Functional, Fashionable, Formidable..." is an example of
- a play on words
 - a paradox
 - a pun
 - an alliteration
37. _____ means to understand a person's situation.
- Sympathy
 - Empathy
 - Self-esteem
 - Assertiveness
38. The attributes of a product or service that make it capable of satisfying customer needs are called
- utilities
 - characteristics
 - services
 - benefits

39. Ethical behavior can best be described as
- employee theft
 - falsifying records
 - behaving honestly
 - looking your best
40. The Better Business Bureau handles
- class-action lawsuits
 - complaints against local merchants
 - potentially unsafe products
 - standards for chemicals, cosmetics and medical devices
41. The four P's of marketing include all of the following *except*
- product
 - principle
 - place
 - promotion
42. When demand exceeds supply, _____ of products occur.
- shortages
 - surpluses
 - equilibrium
 - abundance
43. _____ is at the top of Maslow's Hierarchy of Needs.
- Safety
 - Love/Belonging
 - Esteem
 - Self-actualization
44. In the twenty-first century the four functions of management are:
- monitoring, organizing, suggesting, and accommodating employees
 - planning, organizing, controlling, and leading employees
 - planning, organizing, suggesting, and accommodating employees
 - monitoring, suggesting, journaling, and accommodating employees
45. Goods and services which are sold to other countries are referred to as
- imports
 - domestic goods
 - embargoes
 - exports
46. What is meant by the term "delegation?"
- A system of management that relies on consulting employees before making decisions.
 - The process of using goals as the best way of motivating managers to achieve goals.
 - The giving of tasks by a manager to a subordinate.
 - A style of management developed by Abraham Maslow.

47. An invisible barrier that keeps women and other minorities out of the top-management ranks is called
- glass ceiling
 - mirror image
 - barrier
 - advancement barrier
48. In a SWOT Analysis, the letter O stands for
- Openings
 - Opportunities
 - Occurrences
 - Occasions
49. The process through which goods and services move from concept to the customer is a definition of
- management
 - marketing
 - human resources
 - promotion
50. An *advantage* of recruiting new employees from outside the company is:
- it is cheaper than internal recruitment
 - there is no need to advertise the vacancy
 - it brings in new experience and skills to the company
 - it avoids jealousy within the company