

MANAGEMENT/MARKETING/ HUMAN RESOURCE CONCEPTS (72)

—OPEN EVENT—

Regional – 2010

TOTAL POINTS _____ (50)

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.***

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Multiple Choice

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

1. Consumers usually deal directly with
 - A. manufacturers
 - B. retailers
 - C. wholesalers
 - D. distributors

2. Which statement is most true about leaders?
 - A. Everyone can be a leader.
 - B. Leaders are born.
 - C. Leadership qualities can be learned.
 - D. Leaders must be charismatic.

3. All of the following are important at a job interview *except*
 - A. the kind of car a job candidate drives.
 - B. clean finger nails.
 - C. good grooming.
 - D. proper use of standard English.

4. Consumers can reduce pollution by
 - A. choosing environmentally friendly products.
 - B. only buying American-made cars.
 - C. only buying foreign cars.
 - D. only using products made from synthetics.

5. In planning your career, once you have an idea of your interests and values, you should then consider
 - A. the opinions of your friends.
 - B. the opinions of your parents and teachers.
 - C. how to choose from among many careers.
 - D. your skills, abilities, aptitudes, and personality.

6. Body language includes all of the following *except*
 - A. posture.
 - B. gestures.
 - C. personality traits.
 - D. eye contact.

7. In a marketing mix which of the following is not one of the four Ps?
 - A. product
 - B. people
 - C. price
 - D. placement

8. In advertising which of the following four examples is the least expensive?
 - A. TV
 - B. magazines
 - C. newspaper
 - D. local radio
9. Which type of business organization includes the advantages that each owner has limited liability and owners can easily enter or leave the business?
 - A. partnership
 - B. corporation
 - C. sole proprietorship
 - D. family-owned business
10. What is another term for a profit and loss statement?
 - A. income
 - B. cash flow
 - C. personal financial
 - D. equity
11. What is the geographical area from which a business draws its customers?
 - A. target market
 - B. market segment
 - C. demographic area
 - D. trading area
12. Dottie operates a horse stable and riding ring. Amateur riders can rent horses by the hour. What type of software application would Dottie use to keep information about each of her horses including color, weight, and feeding?
 - A. Word processing program
 - B. Database program
 - C. Presentation program
 - D. Desktop publishing program
13. What type of marketing decisions are distributors involved in?
 - A. place
 - B. price
 - C. product
 - D. promotion
14. What is the meaning of doing what needs to be done without being urged?
 - A. creativity
 - B. initiative
 - C. integrity
 - D. leadership

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15. This program is used to create layouts for newsletters, books, and advertisements for companies.

- A. Word processing program
- B. Database program
- C. Presentation program
- D. Desktop publishing program

16. Which of the following is probably a competitor of Mary's CD Shop?

- A. Food Clown grocery store
- B. iTunes
- C. Al's Garage
- D. Donna's Donut Hut

17. The first level of management in a business are

- A. mid-managers.
- B. supervisors.
- C. entrepreneurs.
- D. executives.

18. Services are intangible. This means that

- A. they have no physical form.
- B. their availability must match their demand at a specific time.
- C. they cost more than products.
- D. there will be differences in the type and quality of service provided.

19. The way a manager treats and involves employees is called

- A. entrepreneurship.
- B. influence.
- C. management style.
- D. leadership.

20. All leaders need to be dependable, which means that they

- A. are able to listen, speak, and write effectively.
- B. can look at all sides of an issue before making a decision.
- C. respect the feelings and needs of the people they work with.
- D. follow through on communication.

21. This type of compensation method pays the employee a specific amount of money for each hour worked.

- A. straight salary
- B. commission
- C. time wage
- D. piece rate

22. Which marketing function involves communicating directly with potential customers to determine their needs?

- A. financial analysis
- B. pricing
- C. product and service management
- D. selling

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23. Personal selling is usually done

- A. on the Internet.
- B. by telephone.
- C. via advertising.
- D. face-to-face with each customer.

24. In a video conference

- A. participants are able to see and hear one another.
- B. participants can see one another, but not hear one another.
- C. participants can hear one another, but not see one another.
- D. all participants must be located in the same time zone.

25. On a resume

- A. work history should not be listed in chronological order.
- B. your contact information should be listed clearly at the beginning of the document.
- C. five references are considered sufficient.
- D. provided personal information such as your age, race, and marital status.

26. For a successful interview as a job applicant

- A. do not spend time preparing for the interview in advanced.
- B. anticipate questions you will be asked and prepare answers in advance.
- C. do not ask questions during the interview.
- D. dress in casual, comfortable clothes regardless of the job position you are seeking.

27. To help bring about change in your personality

- A. acknowledge your strengths but do not consider your weaknesses.
- B. acknowledge your weaknesses but do not consider your strengths.
- C. be honest with yourself about your behavior and beliefs.
- D. understand that you do not share many of the wants and needs of others.

28. Which of the following provides retirement benefits for eligible workers?

- A. unemployment insurance
- B. Fair Labor Standards Act
- C. Civil Rights Act
- D. Social Security Act

29. Demographics do *not* include

- A. gender
- B. behavioral characteristics
- C. location
- D. income

30. After recruiting job applications, the human resources manager

- A. interviews the candidates.
- B. screens the candidates.
- C. reviews the candidates' applications and resumes.
- D. tests the candidates for aptitude.

31. When applying for a job, a good person to use as a reference is a

- A. parent.
- B. friend.
- C. cousin.
- D. teacher.

32. The Cracker Pot Potteryware Company decided to sell its coffee mugs in the local espresso shop.

What type of marketing decision was this?

- A. price
- B. place
- C. promotion
- D. product

33. What is the group that decides whether or not a business will survive?

- A. the consumers
- B. the owners or board of directors
- C. the government
- D. the competing businesses

34. How would you describe a company that voluntarily commits some of its income to helping the community.

- A. nonprofit organization
- B. socially responsible
- C. ethical
- D. consumer-oriented

35. Morgan works in the marketing department of a publishing company. In a meeting with his supervisors, Morgan wants to demonstrate that a marketing campaign he designed has resulted in increased sales over the last four months. What type of graphic illustration should Morgan use to illustrate his campaign's success?

- A. circle graph
- B. bar graph
- C. four-color word graph
- D. line graph

36. When your supervisor is explaining the company's new health care plan to you, what is the supervisor's purpose?

- A. to inform
- B. to persuade
- C. to entertain
- D. to evaluate

37. Referred to as the entry point of a web site.

- A. visitors page
- B. address
- C. products page
- D. home page

38. Employment laws forbid discrimination due to gender, age, religion or national origin. This expectation falls under what heading?

- A. equity
- B. negotiation
- C. values
- D. respect

39. Jorge is an engineer with a national car manufacturer. Jorge's colleagues value his ability to come up with new ways of doing things and to find solutions to seemingly impossible problems. What personality traits do Jorge's colleagues admire?

- A. initiative
- B. goal setting
- C. integrity
- D. creativity

40. Employee moral is very low at the I Was Framed art supplies company. Employees are unhappy because vacant management positions are always filled by people from outside the company. Turnover at the production and supervisory levels is high. What do employees feel goes unrewarded at I Was Framed?

- A. punctuality
- B. loyalty
- C. good penmanship
- D. adequate performance

41. By combining blank CDs with a CD burner, Excellent Mega Speed CD Recorder is practicing what type of promotion?

- A. Incentives
- B. Product sample
- C. Deal
- D. Sponsorship

42. A stationery and gift store has a sale on July 5 of all small American flags of red, white, and blue paper goods. Customers are given 50 percent off the price of the goods. What is this an example of?

- A. promotional discount
- B. seasonal discount
- C. cost-plus discount
- D. cash discount

43. What is everyday low pricing a part of?

- A. multiple pricing
- B. psychological pricing
- C. seasonal discount pricing
- D. price lining

44. Ishmael studies the behaviors, characteristics, and buying habits of his company's target markets.

What is Ishmael involved in?

- A. sales research
- B. market analysis
- C. sales forecasting
- D. test marketing

45. A U.S. oil company once used a star to identify its products and itself. What was this star?

- A. brand name
- B. trade character
- C. brand mark
- D. trade symbol

46. Printed on the cartons of Ben and Jerry's ice cream are messages promoting saving the rain forests. This is an example of what type of packaging?

- A. aseptic packing
- B. cause packaging
- C. environmental packaging
- D. contemporary packaging

47. What is a product's success or failure in the marketplace largely determined by?

- A. The quality of the product.
- B. Customer reaction to the product's package.
- C. Customers' perceived value of the product's label information.
- D. All of the above.

48. What form of business organization can own assets and borrow money without directly involving the people who own it, and therefore it is more closely regulated by the government than other business organization?

- A. Corporation
- B. Family-owned business
- C. Sole proprietorship
- D. General partnership

49. What is the term for the descriptive words you should include in your electronic resume?

- A. Keywords
- B. Your home address and phone number
- C. Acronyms
- D. Your academic grades

50. What part of a monthly business plan helps a business owner know whether or not the business will be able to pay its bills?

- A. balance sheet
- B. profit and loss statement
- C. cash flow statement
- D. projected income statement



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KEY

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TOTAL POINTS

_____ (500)

Judges/Graders:

Please double-check and verify all scores!

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|-----|---|-----|---|
| 1. | B | 26. | B |
| 2. | C | 27. | B |
| 3. | A | 28. | D |
| 4. | A | 29. | B |
| 5. | D | 30. | C |
| 6. | C | 31. | D |
| 7. | B | 32. | B |
| 8. | D | 33. | A |
| 9. | B | 34. | B |
| 10. | A | 35. | D |
| 11. | D | 36. | A |
| 12. | B | 37. | D |
| 13. | A | 38. | A |
| 14. | B | 39. | D |
| 15. | D | 40. | B |
| 16. | B | 41. | C |
| 17. | B | 42. | B |
| 18. | A | 43. | B |
| 19. | C | 44. | B |
| 20. | D | 45. | C |
| 21. | C | 46. | B |
| 22. | D | 47. | D |
| 23. | D | 48. | A |
| 24. | A | 49. | A |
| 25. | B | 50. | C |