

DO NOT WRITE ON TEST



**MANAGEMENT, MARKETING
& HUMAN RESOURCES
CONCEPTS**

~OPEN EVENT~

(591)

REGIONAL 2021

TOTAL POINTS _____ 100 Points

Test Time: 60 minutes

1. Companies can sell their products or services in foreign countries in any of the following ways *except* ____.
 - a. forming a strategic alliance
 - b. working through a foreign intermediary
 - c. becoming a multinational corporation
 - d. creating an embargo to transfer power to the host country

2. The largest exporter in the world is ____.
 - a. United States
 - b. Japan
 - c. IBM
 - d. China

3. What is the *most* important part of communication in business?
 - a. speaking
 - b. texting
 - c. listening
 - d. calling

4. ____ is blending of the product, price, distribution, and promotion used to reach a target market.
 - a. Marketing plan
 - b. Marketing mix
 - c. Publicity
 - d. Visual marketing

5. A good way for companies to minimize the risk associated with decision making is to ____.
 - a. keep all important decisions quiet until the appropriate time
 - b. compare the risk records of others and adjust accordingly
 - c. use dynamic growth strategies
 - d. ask for everyone's opinion so the company is on the same page

6. When a leader encourages group discussion to produce ideas or solve problems, he or she is encouraging creativity through ____.
 - a. brainstorming
 - b. communication
 - c. multi-dimensional frameworks
 - d. group work

7. This idea involves making the lives of consumers, workers, or the community better.
 - a. timing
 - b. social values
 - c. marketing
 - d. economics

8. All of the following are positive aspects of group decision making *except* ____.
 - a. the group possesses a wider range of alternatives in the decision process
 - b. participation in the decision making process increases the acceptance of the decision by group members
 - c. an individual may dominate and/or control the group
 - d. group members better understand the decision and the alternatives considered

9. In the semi-autocratic management decision style, ____.
 - a. subordinates influence the ultimate decision
 - b. subordinates discuss the situation as a group with the manager
 - c. subordinates may or may not be informed of the decision
 - d. all of the above

10. Leadership studies that focus on the characteristics the leader possesses are classified as ____.
 - a. laissez-faire
 - b. Fiedler theory
 - c. trait theory
 - d. motivation

11. A manager will most likely use intuitive decision making when any of the following exist *except* ____.
 - a. there is no time to conduct research or to do further study on a particular situation
 - b. several possible decision options are presented
 - c. all of the facts cannot be gathered to make a rational decision
 - d. the manager feels like the decision is right regardless of what the facts say

12. What is communication in business?
 - a. act of exchanging information
 - b. business calls
 - c. talking to employees
 - d. contacting possible consumers

13. What are good characteristics of communication?
 - a. listening
 - b. speaking skills
 - c. responding
 - d. all of the above

14. By observing body language, or ____, a manager can gain additional information about a speaker.
 - a. speaking
 - b. asking questions
 - c. active listening
 - d. nonverbal cues

15. When moving into international markets, businesses are likely to face customers ____.
- who are quite similar to existing customers
 - who are already well satisfied by competitors
 - for whom they have little information or experience
 - with no need for the company's products
16. Reinforcement is also known as ____.
- punishment theory
 - operant conditioning
 - reward theory
 - none of the above
17. Which of following mix elements can a business change to react to changes by a competitor?
- product features
 - distribution
 - promotion
 - all of the above
18. Which of the following is a *disadvantage* of e-commerce?
- immediate access to prospective customers
 - provides an important marketing research tool
 - customer feedback can be sent at anytime
 - changes the nature of competition
19. The four activities or components of marketing are ____.
- communicating, branding, exchanging, and creating
 - selling, branding, communication, and designing
 - selling, branding, communication, and delivering
 - communicating, delivering, exchanging, and creating
20. What should all managers be able to do?
- communicate
 - absorb ideas
 - understand employees
 - all of the above
21. Distribution, financing, pricing, product, promotion, selling, and marketing information management are examples of ____.
- marketing functions
 - marketing plan
 - marketing concepts
 - business plan

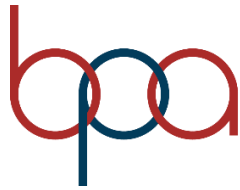
22. _____ are routes that products and services take from the time they are produced to the time they are consumed.
- Channels of distribution
 - Production
 - Transportation
 - Distribution
23. _____ is when a business is offering additional services to keep their customers happy.
- enhanced product
 - extended product
 - promotional sales
 - product promotion
24. A _____ department is responsible for attracting, hiring, training, compensating, rewarding and managing the performance of employees.
- strategic planning
 - public relations
 - human resources
 - facilities management
25. _____ is the action of selling the same product at different prices to different buyers in order to maximize sales and profits.
- Price advertising
 - Unit pricing
 - Price discrimination
 - False advertising
26. Which is *not* a branding strategy?
- emotion
 - competitive awareness
 - consistency
 - bribing
27. Which is *not* a component of marketing?
- creating
 - communicating
 - delivering
 - buying
28. Determining how to best reach potential customers to make them aware of your products and to persuade them to purchase them is an example of _____.
- strategic marketing
 - branding
 - advertising
 - marketing plan

29. Which is *not* one of the four P's of the Marketing Mix?
- product
 - people
 - promotion
 - place
30. ___ is an industry in which many firms offer products or services that are similar, but *not* perfect substitutes?
- Monopolistic competition
 - Competitive advantage
 - Limited competition
 - Intense competition
31. Which is *not* information you need to know about your competition?
- prices
 - quality of product or service
 - benefits they offer
 - staff
32. ___ is data that describes a group of people by age, marital status, gender, etc.
- Demographics
 - Geographic data
 - A target market
 - A customer profile
33. What are individuals or companies that are interested in a product or service and are willing to pay for it?
- demographics
 - primary data
 - target market
 - customer profile
34. ___ is distinctive design, graphics, logo, symbols, words, or any combination thereof that uniquely identifies a firm and/or its goods or services, guarantees the item's genuineness, and gives its owner the legal rights to prevent unauthorized use.
- Trademark
 - Intellectual property
 - Branding
 - Copyright
35. What is known as knowledge, creative ideas, or expressions of human mind that have commercial value and are protectable under copyright, patent, service mark, trademark, or trade secret laws from imitation, infringement, and dilution?
- trademark
 - intellectual property
 - branding
 - copyright

36. An innovation is best described as ____.
- a practical application of scientific knowledge
 - the tools, equipment, and machines necessary to start a business
 - introduction of a new technology that makes a significant change or improvement
 - business transactions and activities
37. ____ are websites and applications that enable users to create and share content or to participate in social networking.
- Marketing
 - Advertising
 - Social media
 - Online promotion
38. What defines the market, identifies customers and competitors, outlines a strategy for attracting and keeping customers, and anticipates change?
- marketing mix
 - marketing plan
 - publicity
 - visual marketing
39. ____ involves customers working together to provide information about a company?
- Sharing
 - Collaboration
 - Trending
 - Content
40. Which is *not* an advertising option?
- word of mouth
 - radio
 - television
 - magazine
41. Of the various social media strategies, which of the following involves making targeted connections with consumers?
- small interactions
 - content marketing
 - social media mindset
 - sharing
42. Which of the following is a federal agency that administers and enforces civil rights laws against workplace discrimination?
- Employee Acts Bureau
 - National Discrimination Bureau
 - America Equal Employment Group
 - Equal Employment Opportunity Commission

43. What is a copyright?
- The right to copy anyone's work
 - Protection of owners' personal work or creation from being illegally used
 - A temporary work that is protected for the life of the work
 - Law limiting work of others' personal creations
44. ___ consists of all the creative work to which *no* exclusive intellectual property rights apply. Those rights may have expired, been forfeited, expressly waived, or may be inapplicable.
- Public domain
 - Fair use
 - Creative commons
 - Copyright
45. ___ inventory is the inventory that has been shipped by the seller but has *not* yet reached the buyer's destination.
- Cycle
 - Unfinished
 - Transit
 - Raw materials
46. What is the Human Resources Department *not* in charge of?
- hiring and complaints
 - compensation and benefits
 - evaluations and promotions
 - technology training
47. ___ is a third-party organization that protects the rights of employees and represents employees' interests to an employer.
- Union
 - Employee Work Act
 - Staff Rights Group
 - America Equal Employment Group
48. The values, expectations, and behaviors of people at work are known as its _____.
- corporate culture
 - employee atmosphere
 - business dynamic
 - company mission
49. What is a DO in the workplace?
- Read and keep the employee handbook for reference.
 - Speak to your boss immediately if there is conflict in the office.
 - Know company event dates.
 - All of the above

50. Which of the following is a landmark civil rights and labor law in the United States that outlaws discrimination based on race, color, religion, sex, or national origin? It prohibits unequal application of voter registration requirements and racial segregation in schools, employment, and public accommodations.
- a. Civil Rights Act of 1964
 - b. Dodd-Frank Wall Street Reform and Consumer Protection Act
 - c. Sherman Act of 1890
 - d. Clayton Act of 1914



**BUSINESS
PROFESSIONALS**
of **AMERICA**
Giving Purpose to Potential



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_____ 100 Points

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REGIONAL KEY 2021

Page 2 of 2

1	D
2	D
3	C
4	B
5	C
6	A
7	B
8	C
9	D
10	C
11	B
12	A
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38	B
39	B
40	A
41	D
42	D
43	B
44	A
45	C
46	D
47	A
48	A
49	D
50	A