

# MANAGEMENT, MARKETING & HUMAN RESOURCES CONCEPTS (591)

—OPEN EVENT—

**REGIONAL – 2015**

**DO NOT WRITE ON TEST BOOKLET**

*TOTAL POINTS* \_\_\_\_\_ (500)

**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 60 minutes testing time

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*Workplace Skills Assessment Program* competition.

**Identify the letter of the choice that best completes the statement or answers the question, and mark it on the Scantron form provided. Do NOT make ANY marks in the test booklet.**

1. Body language includes all of the following *except*:
  - A. posture
  - B. gestures
  - C. personality traits
  - D. eye contact
  
2. In what type of marketing decisions are distributors involved?
  - A. Product
  - B. Place
  - C. Price
  - D. Promotion
  
3. Personal selling is usually done
  - A. on the Internet
  - B. by telephone
  - C. via advertising
  - D. face-to-face with each customer
  
4. All of the following are managers functions *except*:
  - A. plan and budget
  - B. coordinate, control, and execute activities
  - C. align people
  - D. work within existing structure
  
5. Recruitment is defined as:
  - A. sourcing leadership talent
  - B. evaluating leadership capabilities
  - C. monitoring and making course corrections
  - D. enabling employees to understand their leadership opportunities
  
6. Several tasks involved in the Human Resource Department include all of the following *except*:
  - A. Payroll
  - B. Training and recruitment
  - C. Benefits administration
  - D. Scheduling
  
7. The standards of conduct and moral values involving right and wrong actions arising in the work environment are an example of:
  - A. Social responsibility
  - B. Business ethics
  - C. Business order
  - D. Social class

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8. Many companies have \_\_\_\_\_ that determine(s) what policies, procedures, and actions are correct.
  - A. Legal Standards
  - B. Code of Ethics
  - C. Statute of Limitations
  - D. Corporate Integrity
  
9. An illegal act that has been committed against the enforcement or protection of private rights is a violation of
  - A. Criminal Law
  - B. Civil Law
  - C. Administrative Law
  - D. Infraction of the Law
  
10. 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
  
11. John is a manager at Brown Industries. His sister Samantha works in his department as an executive assistant for another manager. Samantha has an issue with tardiness and allows her brother John to clock her in for work before she actually arrives. This is
  - A. embezzlement
  - B. unethical
  - C. fraud
  - D. racketeering
  
12. An offense against society is considered:
  - A. Tort Law
  - B. Civil Law
  - C. Criminal Law
  - D. A violation
  
13. The criminal charge for running a business legally, but conducting business illegally from within the business is called:
  - A. whistleblowing
  - B. racketeering
  - C. blue-collar crimes
  - D. white-collar crimes
  
14. Demographics do *not* include
  - A. gender
  - B. behavioral characteristics
  - C. location
  - D. income

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15. 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
  
16. What is referred to as the entry point of a web site?
  - A. Visitor's page
  - B. Address
  - C. Product's page
  - D. Home page
  
17. In business it is important to keep the environment a clean and livable place for all human beings. Federal regulatory standards and laws mandate that products be created with this in mind. These product types are classified as?
  - A. Brownfield sites
  - B. Greenfield sites
  - C. Green products
  - D. Biodegradable products
  
18. The Food and Drug Administration classifies products that have no chemicals or pesticides as
  - A. natural
  - B. organic
  - C. healthy
  - D. chemical-free
  
19. 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
  
20. The Sweetheart Manor decided to sell its coffee mugs in the local breakfast diner. What type of marketing decision was this?
  - A. Price
  - B. Place
  - C. Promotion
  - D. Product
  
21. All of the following are examples of types of human resources managers *except*:
  - A. Labor Relations Manager
  - B. Payroll Managers
  - C. Recruiting Managers
  - D. Managerial Managers

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22. Of the skills listed below, which would be used the least by a Human Resource employee?
- A. Speaking skills
  - B. Leadership skills
  - C. Time management skills
  - D. Interpersonal skills
23. For effective feedback from others you work with, you should
- A. quickly explain why it happened the way it did
  - B. give your feedback to them once they are done giving you feedback
  - C. practice all effective listener skills
  - D. don't interrupt or ask for clarification
24. Positive feedback includes all of the following *except*:
- A. timely
  - B. specific
  - C. when needed
  - D. frequently
25. Which is *not* a step needed to provide feedback in a difficult conversation?
- A. seek permission
  - B. use bluntness
  - C. explain the impact the employees behavior has
  - D. reach an agreement about how to change behavior
26. Ways to deal with workplace gossip include all of the following *except*:
- A. the Coaching approach
  - B. Verbal warnings
  - C. Ignoring
  - D. Having a serious talk with a manager or supervisor
27. Once an interview is complete, it is acceptable to:
- A. Send a thank you letter
  - B. Contact the manager or supervisor to inquire about questions you forgot to ask
  - C. Call the potential employer within 36 hours
  - D. Empower an employee you know in the company to drop hints on your behalf
28. Communication that takes place outside formal channels without regard to the structure of authority in a company is called?
- A. verbal communication
  - B. informal communication
  - C. written communication
  - D. nonverbal communication

29. When applying for a job, a good person to use as a reference is a:
- A. parent
  - B. friend
  - C. cousin
  - D. teacher
30. A stationery and gift store has a sale on July 5 of all small American flags and red, white, 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
31. Business communication that is transmitted through speech, voice, or videoconference is considered?
- A. informal communication
  - B. formal communication
  - C. oral communication
  - D. written communication
32. When companies train employees in dual jobs that are closely related, they are using the method called:
- A. job sharing
  - B. cross-training
  - C. expert systems
  - D. dual-role responsibilities
33. Consumers can reduce pollution by:
- A. choosing environmentally friendly products
  - B. buying only American-made cars
  - C. buying only foreign cars
  - D. using only products made from synthetics
34. In advertising, which of the following four examples is the *least* expensive?
- A. TV
  - B. Magazines
  - C. Newspaper
  - D. Local radio
35. The combination of promotional tools and products presented in the marketplace is known as a/an:
- A. promotion
  - B. integrated marketing communication
  - C. interactive promotion
  - D. promotion mix

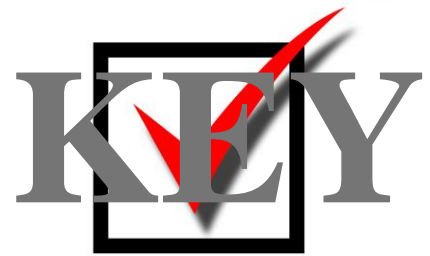
36. A formal complaint that is lodged against management for violating company laws, union contracts or other binding agreements is called a/an:
- A. strike
  - B. mediation
  - C. arbitration
  - D. grievance
37. A short-term goal created by management to get an overall objective completed is a/an:
- A. contingency plan
  - B. strategic plan
  - C. tactical plan
  - D. assessment plan
38. The development of furniture and equipment to prevent workplace health issues such as Carpal Tunnel Syndrome is referred to as:
- A. green
  - B. ergonomic
  - C. organic
  - D. contemporary
39. A written document that contains a person's educational, professional, and personal achievements is called a/an:
- A. job application
  - B. e-profile
  - C. resume
  - D. curriculum vitae
40. Which of the following is probably a competitor of Mary's CD Shop?
- A. Food Town grocery store
  - B. iTunes
  - C. Al's Garage
  - D. Krispy Cream Donuts
41. What is the term for the descriptive words you should include in your electronic resume?
- A. Keywords
  - B. Action verbs
  - C. Acronyms
  - D. Categories
42. Some common mistakes managers make on the job include all of the following *except*:
- A. Letting a person fail when you had the information needed
  - B. Making every task a priority
  - C. Scheduling weekly emergency meetings
  - D. Listening with your eyes

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43. A successful manager does all of the following *except*:
- A. Communicates effectively
  - B. Builds responsible interpersonal relationships
  - C. Listens but doesn't give feedback
  - D. Leads by example
44. What is everyday low pricing a part of:
- A. multiple pricing
  - B. psychological pricing
  - C. seasonal discount pricing
  - D. price lining
45. The ability to produce products and promotions to accommodate the needs of large groups of consumers is called:
- A. co-marketing
  - B. value packaging
  - C. marketing strategies
  - D. mass marketing
46. Special regional areas used to introduce products to obtain consumer responses and reactions are known as:
- A. product life cycle
  - B. specialty goods
  - C. test marketing
  - D. packaging
47. Basic human resource functions include all of the following *except*:
- A. Recruiting new employees
  - B. Tracking time and attendance
  - C. Preforming employee evaluations
  - D. Creating and enforcing company policy
48. Accidents due to unsafe worker behavior often occur:
- A. during the training period
  - B. during a worker's first few months of employment
  - C. during the first financial quarter
  - D. after an employee is comfortable on the job
49. The first step in job evaluation is:
- A. summation of job duties
  - B. job analysis
  - C. employer feedback
  - D. annual employee review
50. A reduction in workforce may occur because of a/an:
- A. change in the board of directors
  - B. international development
  - C. merger or buyout
  - D. neighboring competition





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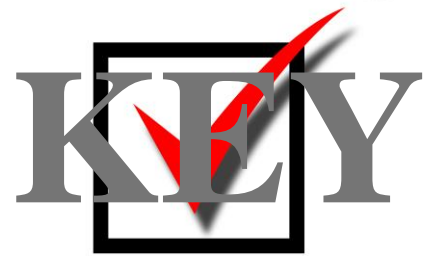
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**Judges/Graders: Please double check and verify all  
scores and answer keys!**

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