

# Management/Marketing/Human Resources (72)

—OPEN EVENT—

Regional—2013

**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.***

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*Workplace Skills Assessment Program* competition.

**Directions: Identify the letter of the choice that best completes the statement or answers the question.**

1. Staff performance appraisals work best if they are strictly an annual event.
  - a. True
  - b. False
  
2. The management technique where employees get strong input to identify their goals, timelines for completion, ongoing tracking and feedback is \_\_\_\_\_.
  - a. strategic planning
  - b. Management by Objective (MBO)
  - c. budgeting
  - d. statistical analysis
  
3. Which tends to produce the highest percentage gross profit?
  - a. Mature high-volume products
  - b. New low-volume specialized services
  - c. High markup
  - d. Higher volume
  
4. The technique that compares one's performance to previously set standards is called \_\_\_\_\_.
  - a. benchmarking
  - b. marketing
  - c. budgeting
  - d. forecasting
  
5. For effective time management what's the best frequency for checking your email inbox?
  - a. Constantly
  - b. Every hour
  - c. Two or three times a day
  - d. When you arrive to work in the morning
  
6. The management style that allows the employees to take part in decision-making is known as \_\_\_\_\_.
  - a. Laissez-faire style
  - b. Independent style
  - c. Seat of the Pants Style
  - d. Democratic style
  
7. A subordinate has raised a personal issue with you by email which is causing him/her obvious distress. What's the best means of communicating from this point?
  - a. Email
  - b. Phone
  - c. Face-to-face
  - d. Text

8. Putting interviewees under a lot of pressure at job interviews is generally helpful to the process of finding out about the person.
  - a. True
  - b. False
  
9. The Paternalistic style of management most resembles which other management style?
  - a. Autocratic
  - b. Democratic
  - c. Laissez-Faire
  - d. Materialistic
  
10. Experiential learning is most beneficial to people who have \_\_\_\_\_ learning style preference?
  - a. kinesthetic
  - b. visual
  - c. auditory
  - d. none of the above
  
11. The annual employee appraisal that managers use to determine employees' raises and promotions is called a(n) \_\_\_\_\_.
  - a. report card
  - b. performance review
  - c. employee forecasting
  - d. organizational forecasting
  
12. Which is likely to motivate an enthusiastic, capable team member most?
  - a. Doubling their target
  - b. Additional responsibility
  - c. A bonus payment
  - d. A new car
  
13. What's a simple way to find out the causes of staff turnover (number of people leaving) has gone through the roof in the last two months?
  - a. Carry out exit interviews with the people leaving and ask them
  - b. Create an online anonymous survey for staff that is leaving
  - c. Interview current employees
  - d. Create an online anonymous for current staff
  
14. If you assume responsibility for a mature, high-achieving confident team, which of the following is generally the best approach to take?
  - a. Stamp your authority on the group
  - b. Introduce some new ideas of your own
  - c. Give them space and make yourself available if needed
  - d. Look for ways to cut costs

15. When planning the running order for a meeting is it generally best to put the big important items \_\_\_\_\_.  
a. at the beginning of the meeting  
b. at the end of the meeting  
c. in the middle of the meeting with smaller topics.  
d. none of the above.
16. When conducting appraisals it's best to sit at your desk with the other person facing you on the other side, so as to reinforce your authority  
a. True  
b. False
17. Which of the following is not an aspect of Management by Objective (MBO)?  
a. Attainability  
b. Measurability  
c. Activity  
d. Results
18. The management style that allows staff to manage their own areas of the business is known as \_\_\_\_\_.  
a. Laissez-faire  
b. Seat of the Pants  
c. Autocratic  
d. Democratic
19. When a manager essentially rules "with an iron hand," he is known as a(n) \_\_\_\_\_.  
a. Laissez-faire type manager  
b. Autocratic manager  
c. Democratic manager  
d. Star manager
20. The psychologist most famous for working with management and getting the best motivation techniques out of their employees is \_\_\_\_\_.  
a. Sigmund Freud  
b. Carl Jung  
c. Elton May  
d. Dr. Phil
21. The technique used by managers to help solve employee's differences is called \_\_\_\_\_.  
a. arbitration  
b. debate by objective  
c. accommodation  
d. conflict resolution
22. Flat or Horizontal organizational structure works better in large organizations than small organizations  
a. True  
b. False

23. The process of dispersing decision-making closer to the point of service or action is called \_\_\_\_\_.
- centralization
  - decentralization
  - neither a or b
  - both a and b
24. This law can force a manufacturer to recall a product if found to be impure.
- Federal Food, Drug, and Cosmetic Act of 1938
  - Truth in Lending Act of 1968
  - National Environmental Policy Act of 1969
  - Wheeler-Lea Act of 1938
25. Social responsibility is best characterized by \_\_\_\_\_.
- allowing consumers to freely try a product for 30 days before buying
  - using packaging materials that are environmentally friendly and reduce pollution
  - creating entry level jobs for minorities and women and allowing men to move into upper management
  - discouraging carpooling because it takes longer for employees to get to work
26. The idea that individuals, companies, and countries should specialize in what they do best is most closely associated with \_\_\_\_\_.
- absolute advantage
  - comparative advantage
  - exporting
  - importing
27. Goods and services that are purchased abroad are called \_\_\_\_\_.
- comparative
  - absolute
  - exports
  - imports
28. Sales made over the World Wide Web are also known as \_\_\_\_\_.
- internet dollars
  - web sales
  - e-commerce
  - internet exports
29. An agreement that permits one company to sell another company's products abroad in return for a percentage of the company's revenues is known as a(n) \_\_\_\_\_.
- export agreement
  - import agreement
  - international trade agreement
  - licensing agreement

30. A detailed series of related steps or tasks written to implement a policy is called a \_\_\_\_.
- policy
  - procedure
  - rule
  - goal
31. Strategies dealing with the most important aspects of the company's operations and provide overall direction for the company are known as \_\_\_\_.
- corporate strategies
  - functional strategies
  - business strategies
  - planning strategies
32. As the chief financial officer of Bockian's Bookstores, Incorporated, Merisela monitors the company's financial status. She also meets with other company officers to decide the direction the company will take to meet customer needs and increase profits. What team does Merisela belong to?
- Planning team
  - Top management
  - Supervisory-level management
  - Middle management
33. Faro illustrated children's books for a large publishing house. Her illustrations were original and charming, but very different from the types of drawings the company preferred. Eventually, Faro left the company for a job with another publishing firm where her unique illustrations are eagerly accepted and her salary is twice what it was. At her second job, what is Faro rewarded for?
- Conformity
  - Initiative
  - Effectiveness
  - Creativity
34. Employee morale 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?
- Punctuality
  - Loyalty
  - Good penmanship
  - Adequate performance
35. Who are those who assign work duties and supervise employees?
- Supervisors
  - Middle managers
  - Key executives
  - Production-line workers

36. Because production occurs continuously throughout the year, the 3-M company can best be described as using \_\_\_\_.
- a successful operating system
  - a labor intensive operating system
  - a continuous-flow operating system
  - an intermittent-flow operating system
37. Two significant advantages to using CAD are: \_\_\_\_.
- it allows companies to try various product designs and reduces the time it takes to design new products
  - it allows companies to try various product designs and allows companies time to spend significant money on the project.
  - it allows companies to keep the original product design and reduces the time it takes to design new products
  - CAD doesn't really give companies any significant advantages
38. When choosing a location for a business, managers consider several factors. One of the most important factors is \_\_\_\_.
- wage rate
  - climate
  - community attitudes
  - availability of natural resources
39. A group working together in a coordinated effort to reach certain goals is a(n) \_\_\_\_.
- authority
  - organization
  - special Force
  - division
40. Span of management is also known as \_\_\_\_.
- job rotation
  - span of responsibility
  - span of control
  - job sharing
41. The idea that managers lose control is a criticism of \_\_\_\_.
- standardization
  - job scope
  - decentralization
  - specialization
42. Groups of workers perform very specific tasks or sets of tasks in \_\_\_\_.
- job depth
  - specialization
  - management
  - job scope

43. Confusion results if a person reports to two people at once, according to \_\_\_\_.
- decentralization
  - accountability
  - unity of command
  - standardization
44. When a task is too time consuming for a manager to handle alone, he or she may \_\_\_\_.
- delegate the task
  - ask for advice from employees
  - perform an audit of the organization
  - seek a new job to avoid responsibility
45. Frank owns a gardening service. Every few months, he leaves flyers detailing his services on the doorsteps of houses in local neighborhoods. What method is Frank using to find new customers?
- Endless chain
  - Service approach
  - Cold canvassing
  - Commercial list
46. Sometimes a home owner who wishes to sell his or her house will buy a home warranty. This means that the buyer of the house will not have to pay for particular house repairs that become necessary during the first year after the house is sold. In this case, what is the warranty?
- Extended product feature
  - Customer benefit
  - Tangible product feature
  - Seller benefit
47. Jesse works in the men's clothing department of a large department store. Yesterday, he noticed a customer inspecting an elegant suit. Approaching the customer, Jesse said, "Good morning, Mr. Phelps. May I put that suit in a dressing room for you?" What method of initial approach is Jesse using?
- Merchandise approach
  - Greeting approach
  - Service approach
  - Suggestion selling
48. How should a salesperson approach an impatient customer?
- Cautiously
  - Not at all
  - Quietly
  - Quickly



49. In which step of the sale should you learn what the retail customer is looking for in a good or service?
- Approaching the customer
  - Determining needs
  - Presenting the product
  - Overcoming objections
50. Senior company managers who serve on the company's board of directors are known as \_\_\_\_.
- outside board members
  - inside board members
  - top board members
  - retired board members



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## KEY

### Regional 2013

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***Judges/Graders:***

Please double-check and verify all scores!

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**MULTIPLE CHOICE**

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