



MANAGEMENT/MARKETING/ HUMAN RESOURCES (72)

OPEN EVENT Regional 2011

TOTAL POINTS _____ (500)

- ***Failure to adhere to any of the following rules will result in disqualification: Contestant must hand in this test booklet and all printouts.***
- ***Failure to do so will result in disqualification. 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.***
- ***Electronic devices will be monitored according to ACT standards.***

Multiple Choice

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

1. When the supply of a product exceeds the demand there is a:
 - a. Shortage
 - b. Equilibrium
 - c. Surplus
 - d. Deficit

2. _____ is the process in which Management grooms other workers for positions in case another worker leaves.
 - a. Formal Promotion
 - b. Demotion
 - c. Succession Planning
 - d. Lateral Promotion

3. When a manager measures how the business performs financially, he or she is said to be performing the task of _____.
 - a. controlling
 - b. organizing
 - c. leading
 - d. planning

4. The owner of a computer repair business provides her customers with?
 - a. a promotion
 - b. a good
 - c. an exchange
 - d. a service

5. This level of management is usually not involved in a company's day-to-day problems, but generally sets the direction the company will follow.
 - a. supervisory management
 - b. middle management
 - c. senior management
 - d. staffing management

6. 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 types of products are?
- a. Recycle Products
 - b. Green Products
 - c. Biodegradable Products
 - d. All of the above
7. Technology and change result in:
- a. the creation of jobs
 - b. the need for retraining
 - c. the elimination of jobs
 - d. all of the above
8. Employment that can be terminated without any reasonable cause by an employer or employee is considered _____.
- a. Temporary Contract Work
 - b. At-Will Employment
 - c. Piecework Contract
 - d. Non-producing
9. At the end of a health club trial membership, Michael completed a form rating the club's client services, facilities and equipment. This is an example of what marketing tool?
- a. product planning
 - b. information utility
 - c. market research
 - d. marketing mix
10. By making changes in policies or resolving conflicts in the workplace, a manager is working within his or her _____.
- a. information-related role
 - b. decision-making role
 - c. interpersonal role
 - d. required role
11. Revenues lost to lower prices can be made up through
- a. higher prices
 - b. higher volume
 - c. lower prices
 - d. lower volume

12. When companies contract out tasks to other companies this is a form of _____.

- a. Consulting
- b. Downsizing
- c. Outsourcing
- d. Cross-training

13. On a job, the lines of advancement in an occupational field within an organization is called?

- a. Job Progressions
- b. Career Paths
- c. Promotion
- d. Transfer

14. The Great Mountain Greeting Card company decided to sell its cards in the local hotel gift shops. What type of marketing decision was this?

- a. price
- b. place
- c. promotion
- d. product

15. When online resources are used to sell products, market goods and services, and advertise this is example of _____.

- a. Advertising
- b. Marketing
- c. E-Commerce
- d. Online Auctions

16. The act of seeing the “big picture” in a company and working to obtain goals in accordance with their plans is called _____?

- a. Motivation
- b. Leadership
- c. Integrity
- d. Vision

17. A new business' ability to start and grow is affected by which of these variables?

- a. favorable taxes, good markets, and supportive governmental policies
- b. incentives to create new businesses
- c. the nature of the venture and availability of resources
- d. all of the above

18. The Music Stand direct-mail company wants to send catalogs to music teachers, dancers and other music lovers. What type of data would be helpful in this endeavor?

- a. demographic
- b. geographic
- c. psychographic
- d. product benefits

19. When members of the non-protected class feel that they are rejected due to affirmative actions laws and quotas they experience a feeling of _____.

- a. Discrimination
- b. Unlawful Hiring Practices
- c. Reverse Discrimination
- d. Conditional Provisions

20. Training sessions that are held to help people understand the different traditions, cultures, races, and religions of other people is called;

- a. Multicultural Awareness
- b. Diversity Training
- c. Empowerment Training
- d. Humanistic Training

21. An evaluation of a worker's job performance versus their expected outcome to accomplish the organization's tasks is called?

- a. Goal Setting
- b. Performance Appraisal
- c. Management Development Program
- d. Compensation

22. A work history includes:

- a. all jobs held following high school
- b. all jobs held during your working life
- c. all jobs held for more than six months
- d. all professional level jobs

23. Entrepreneurs must understand how the economy works. What skill does this describe?

- a. basic business skills
- b. decision-making skills
- c. technical skills
- d. math skills

24. The federal organization that deals with all discriminatory work related complaints is known as the _____

- a. Department of Defense
- b. EEOC
- c. Homeland Security
- d. TSA

25. Glenn writes a formal warning for Susan who has been late 10 times in a row. Glenn takes the time to explain to Susan and then gives her a formal paper describing all the issues. When Glenn asks her to sign the form she does it, what is this example of _____?

- a. Insubordination
- b. Quid Pro Quo
- c. Hostile Work Environment
- d. Subordinate Compliance

26. When consumer needs and wants are assessed and goods, products, or services are provided to meet those needs or exceed their expectations this process is called?

- a. Customer Relationship Management
- b. Marketing
- c. Production Analysis
- d. Co-Marketing

27. Companies who have _____ are able to process data, voice commands, and video through Internet or Web based devices.

- a. Wireless Fidelity
- b. Virtual Private Network
- c. Broadband Technology
- d. Intranet

28. Any employee who has a physical or mental impairment, a record of impairment, or is considered impaired and this limits one or more of their major life activities are defined as a _____.

- a. Worker with Restriction
- b. Disabled Individual
- c. Unskilled Worker
- d. Handicapped Impaired Worker

29. When members of a protected class are treated different, unequally, or evaluated by standards that lack high-quality these employees are experiencing:

- a. Discrimination
- b. Disparate Treatment
- c. Reverse Discrimination
- d. Conditional Provisions

30. When writing a cover letter, it is best to include ____ in the first paragraph.

- a. the full job title, the position you seek, and how you found out about it
- b. details that emphasize your experience and potential
- c. your address and telephone number so that the hiring manager can reach you immediately
- d. a simple statement about why the company should hire you

31. The function of attracting, developing, educating, and retaining sufficient qualified employees to help accomplish the organization's goals is called?

- a. Employment Management
- b. Human Resource Management
- c. Decentralization
- d. Centralization

32. This law can force a manufacturer to recall a product if found to be impure.

- a. Federal Food, Drug, and Cosmetic Act of 1938
- b. Truth in Lending Act of 1968
- c. National Environmental Policy Act of 1969
- d. Wheeler-Lea Act of 1938

33. When you reduce the size your staff to cut cost and improve efficiency this is an example of _____.

- a. Contracting
- b. Downsizing
- c. Promotion
- d. Layoffs

34. A product is tested for negative results and then given the seal of approval that it is okay. This is a delivery form of _____.

- a. Constructive Criticism
- b. Feedback and Reinforcement
- c. Educational Modeling
- d. Quality Assurance

35. 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
36. A ____ is an agreement between two parties to carry out a transaction, such as the sale of goods from a seller to buyer.
- patent
 - copyright
 - regulation
 - contract
37. Employees that receive overtime provisions and receive overtime compensation according to the Fair Labor Standards Act is called:
- Exempt Employees
 - Non Exempts Employees
 - Grandfathered Employees
 - Temporary Employees
38. What is the term for the struggle between companies for customers?
- profit
 - promotion
 - surplus
 - competition
39. When an employee perceives that their compensation earned is equal to the amount of work performed it is called:
- Pay-for-performance standard
 - Pay Equity
 - Piecework Standard
 - Non-taxed compensation
40. Rent is an example of a(n) ____.
- equilibrium price
 - mandatory price
 - fixed cost
 - variable cost

41. Which of the following is NOT considered stealing?
- taking home company stationary
 - duplicating your income tax form on the company copier
 - making personal copies of company software
 - using company office supplies for your favorite charity
42. The total depletion of physical and mental resources caused by excessive striving to reach company goals is called:
- Job Ranking System
 - Underemployment
 - Job Burnout
 - Job Bank
43. When employees are able to choose benefits that best fit their needs on an individual basis this process is called:
- Workers Compensation
 - Flexible Benefits Plan
 - Strategic Benefits Plan
 - COBRA Plans
44. An employee that may be obligated to work additional overtime without receiving additional compensation is called a:
- Temporary Employee
 - Consultant Employee
 - Nonexempt Employee
 - Exempt Employee
45. The act of an employee disclosing information to the press or media regarding an unethical business practice within the company is called:
- Confidentiality
 - Whistleblowing
 - Delegation
 - Benchmarking
46. An employee is granted "time off" for the birth of a child, adoption, foster care placement, or care for an immediate family member with a serious medical condition. The employee may have protection under what law?
- Older Workers Benefit Protection Act
 - The Family and Medical Leave Act
 - Equal Employment Opportunity Act
 - Health Insurance Portability and Accountability Act

47. The combined refusal by interested parties to buy or use a company's products:

- a. Burnout
- b. Boycott
- c. Bankable Rebates
- d. Compensation

48. A global network used by companies to market, sell, trade, and exchange goods, services or information is called the:

- a. Intranet
- b. Internet
- c. Global Network Structure
- d. Extranet

49. Which of the following is a contribution that a business owner makes to the community?

- a. personal satisfaction
- b. service
- c. generates jobs
- d. competition

50. When a goal is set to be completed in five years or less this is an example of a _____ goal.

- a. Short-Term
- b. Long-Term
- c. Vague
- d. Specific



MANAGEMENT/MARKETING/ HUMAN RESOURCES CONCEPTS (72)

—OPEN EVENT—

KEY

Regional–2011

TOTAL POINTS _____(500)

Judges/Graders:

Please double-check and verify all scores!

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