

# BASIC OFFICE SYSTEMS & PROCEDURES (220)

## REGIONAL – 2015

### Multiple Choice:

Multiple Choice (10 @ 5 points each) \_\_\_\_\_ (50 points)

### Production Portion:

Job 1: News Release \_\_\_\_\_ (100 points)

Job 2: Table \_\_\_\_\_ (100 points)

Job 3: Letter \_\_\_\_\_ (100 points)

Job 4: Speech \_\_\_\_\_ (100 points)

***TOTAL POINTS*** \_\_\_\_\_ (***450 points***)

**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 ten (10) minutes orientation

No more than 90 minutes testing time

No more than ten (10) minutes wrap-up

### **GENERAL INSTRUCTIONS**

1. Answer the 10 objective questions using the Scantron scoring sheet provided.
2. Make certain this test booklet contains Jobs 1-4.
3. Correct all errors. Copy is graded on production standards.
4. For any problem where you would normally use your reference initials, use your **contestant number**. Your name or initials should **NOT** appear on any work you submit. **Key your contestant number and job number as footer in the lower left-hand corner of all work submitted.**
5. Use two-letter state abbreviations for all addresses.  
Use the current date on all correspondence unless directed differently.  
You may use reference materials, but you may not share references with other contestants.  
Assume these jobs are waiting for you upon arrival in the morning.  
You may complete the jobs in any order you choose.
6. If you finish before the end of the testing time, notify the proctor. Time may be a factor in determining the winner in the event of a tie.
7. When turning in your contest, place your Scoring Sheet on top of your jobs. The jobs should be arranged in numeric order. (*Your test administrator will decide how he or she wants to have the Scantron scoring sheet turned in.*) Use your time wisely. You have 90 minutes to complete this test.

**Multiple Choice Directions:** Mark on the Scantron scoring sheet the letter of the answer that best answers the question or completes/describes the statement.

1. The first impression is typically made in the
  - a. first 7 to 10 seconds.
  - b. final 20 to 30 seconds.
  - c. first 1 to 2 minutes.
  - d. final 3 to 5 minutes.
  
2. The virtual office has no physical form and allows you to work in your car, at a coffee shop, or at an out-of-town location.
  - a. True
  - b. False
  
3. When answering the phone for your employer, you should:
  - a. Confide details about your employer's absence.
  - b. Greet the caller by providing your employer's name and your name.
  - c. Get involved with an ongoing customer issue yourself.
  - d. Say your employer is in a meeting.
  
4. When filing and dealing with a foreign personal name, if you cannot distinguish the last name from the first, you should
  - a. consider each part of the name in the order in which it is written.
  - b. treat each separate word as a single unit.
  - c. consider a prefix as part of the name, not as a separate unit.
  - d. use a hard (or nonbreaking) space between the parts of the name so that it will sort properly electronically.
  
5. As an office worker you may use portions of lawfully acquired copyrighted works in a multimedia presentation, which is defined as \_\_\_\_\_% or \_\_\_ minutes (whichever is less) of "motion media".
  - a. 10%, 3 minutes
  - b. 15%, 4 minutes
  - c. 20%, 5 minutes
  - d. none of the above
  
6. Principles are
  - a. laws and regulations that guide behavior in the world of business.
  - b. mores, values, and customs that guide behavior in general.
  - c. specific and pervasive boundaries for behavior that are universal and absolute.
  - d. the obligations businesses assume to maximize their positive impact and minimize their negative impact on stakeholders.

7. \_\_\_\_\_ is the first sign that an unethical decision has occurred.
  - a. Guilt
  - b. Reward
  - c. Punishment
  - d. Cognitive dissonance
  
8. The margins control the amount of spacing between lines of text.
  - a. True
  - b. False
  
9. Which strategy demonstrates customer focus?
  - a. showing respect for customers
  - b. seeking customer input
  - c. going the extra mile to maintain good relationships
  - d. all of the above
  
10. Professional organizations can help improve your professional image?
  - a. True
  - b. False

### **Job 1 – News Release**

The Marketing Department Manager of PBA wants you to key the following news release information, using the *Style & Reference Manual*. Correct any spelling or punctuation errors you find.

#### UnPlugged Plugs IN

UnPlugged a subsidiary of PBA announces the launch of digital signage technology. UnPlugged founders have built an interactive, realtime, and wireless TV network that allows brands and customers to communicate via smartphone in venues equipped with UnPlugged Intelligent TVs.

Formed in late Nov of 2013, the team moved from a garage to a loft downtown and had contracts to install the UnPlugged TV in over 2,000 venues in three weeks, and had 6-figure revenue contracts with advertisers after a month. Two months later, the toddler startup was the digital TV screen provider at the Boston Auto Convention which had over 25,000 people in attendance.

As CEO Janice Rollo leads a team of four male co-founders and three male employees. Janice knows how to code, too, and the team is very supportive of the growing Girls in Tech and the Girls Who Code movement. Asked what it's like to have a female lead of the male-dominated team, Alex said, "Being a girl versus not being a girl isn't particularly a factor we consider. Our team is our most important asset, and we all live and breath UnPlugged. In fact, many of our teammates live together in a house in downtown Boston."

**Job 2 – Table**

Customers need to know the pricing structure and the content that comes along with each option of UnPlugged offerings. Create a three-column table listing each of the three options for customers to choose from. The title should read UnPlugged Pricing Structure, with Digital Signage as the subtitle. Use the following column headings: Value, Pro and Enterprise. Print your tables with borders. Correct any spelling or punctuation errors that you find.

<b>Value</b> <b>\$149/Month</b>	<b>Pro</b> <b>\$199/Month</b>	<b>Enterprise</b> <b>Call 1-800-867-5309</b>
32” HD LED Display	42”-60” HD LED Display	Run your own network with countless screens
Certified Installation available	Certified Installation available	Certified Installation available
Real-time Social Media	Real-time Social Media	Real-time Social Media
---	Themes & Custom Content	Themes & Custom Content
Professional Photography + Design	Professional Photography + Design	Professional Photography + Desidn
SmartPower™ Technology	SmartPower™ Technology	SmartPower™ Technology
Local Promotions Shown	Local Promotions Shown	Local Promotions Optional

**Create a second, two column table with borders with the UnPlugged Pricing Structure table, with the same title as the first table and a subtitle of Defined. The first column should be at 2” and the second at 4.8”. Include the following information below in the table:**

Certified Installation available	Our certified and insured mounters and electricians will take care of the hard work—typically all in a single visit. From wall and ceiling mounts to stands, we will make your UnPlugged display look great, hiding wires and creating a beautiful and seamless experience for your customers.
Real-time Social Media	Easily add your business #hashtags and @handles on our website or your mobile phone, and watch interactions show up on your UnPlugged Display in real-time. Choose from facebook, Twitter, Instagram, Yelp, and Foursquare—or all of the above.
Professional Photography + Design	We want your screen to look great in your business. That’s why we send out our professional photographers to take beautiful HD photos of your venue, products, and menu items. Our award winning design team then creates stunning content to display on your screen and promote your business.

**Job 3 – Letter**

Key the following letter using your Style and Reference Manual. Correct any spelling and punctuation errors you find. **Remove the hyperlink formatting from the web address.**

Use the current date.

This letter is to:

Ms. Junko Nagasune, RahAH Executive Chef and Owner, 5506 Las Vegas Blvd, Las Vegas Nevada  
89117

The letter is from:

Roger Meyer, Marketing Department Manager

Copy the head of the Information Technology Department of Professional Business Associates.

The body of the letter:

It was a pleasant surprise meeting you during the Food and Wine show in Denver this past Fall. I hope your new restaurant plans are coming along, and I look forward to visiting your restaurant. On behalf of UnPlugged, I am inquiring about the collaboration of advertising in you're new space on Las Vegas Blvd. As we discussed, UnPlugged will help promote your restaurant to a hyper-targeted customer base through a new and cutting-edge digital form of advertising.

Studies have shown that user engagement in advertising increased brand recall by 3-5 times. UnPlugged screens are powered by users' interactions, giving you incredible results. Because our platform delivers ads in real-time, you can watch your ad go live in hundreds of locations on the same day.

With over 350 locations in more than 40 cities, UnPlugged reaches your target market and can help drive customers to your new location. To get the full effect and understanding of UnPlugged, I have enclosed a customer key card that you can activate online at [www.unpluggedbeta.com](http://www.unpluggedbeta.com). This will show you real time information on one of our newest launches. I will be in Las Vegas, and I hope that we can collaborate to include UnPlugged in your new location. I look forward to getting together soon.

#### **Job 4 – Speech**

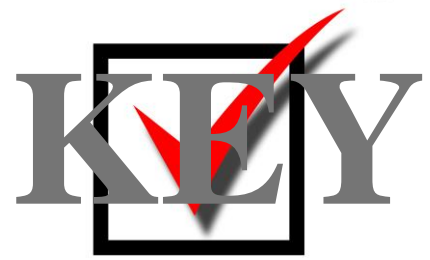
Use the *Style & Reference Manual* format for the following speech. Correct any spelling and punctuation errors you find.

This speech is for UnPlugged and Professional Business Associates who are attending the RahAH Soft Opening, August 14, 20xx. Use the following information to create this speech:

What a privilege and an honor it is to be here this evening representing UnPlugged and Professional Business Associates. Junko has worked tirelessly to conceptualized the most innovative menu, and I am sure you will be pleased with her genius as a chef and with her newest concept restaurant in Las Vegas. UnPlugged is pleased to announce the collaboration of our two companies in the revolutionary market on Intelligent TV's. RahAH is the newest restaurant to join our digital interactive, real time, and wireless TV network.

Tonight enjoy the amazing food and interactive with RahAH through #hashtags and @handles on your mobile phone. Pick your favorite app, facebook, twitter, instagram, yelp, or Foursquare and share your experience with the more than 350 UnPlugged venues worldwide.





# Basic Office Systems & Procedures (220)

## REGIONAL – 2015

**Multiple Choice:**

Multiple Choice (10 @ 5 points each) \_\_\_\_\_ (50 points)

**Production:**

Job 1	News Release	_____	(100 points)
Job 2	Table	_____	(100 points)
Job 3	Letter	_____	(100 points)
Job 4	Speech	_____	(100 points)

**TOTAL POINTS** \_\_\_\_\_ **(450 points)**

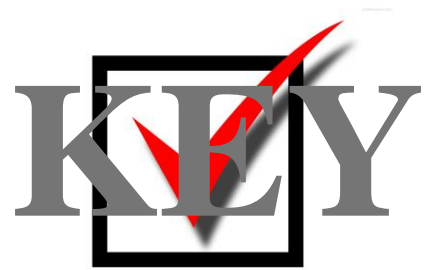
**Judge/Graders: Please double check and verify all  
scores and answer keys!**

Property of Business Professionals of America.  
May be reproduced only for use in the Business Professionals of America  
*Workplace Skills Assessment Program* competition.

**BASIC OFFICE SYSTEMS & PROCEDURES - REGIONAL 2015**

**ANSWER KEY**

**Page 2 of 6**



1	A
2	A
3	B
4	C
5	D
6	C
7	A
8	B
9	D
10	A



**NEWS RELEASE**

From Roger Meyer  
5454 Cleveland Avenue  
Columbus, OH 43231-4021  
614-555-5555

Release XXX XX, 20\_\_ (current date)

**Job 1 –News Release**

0 Errors = 100 points  
1 Error = 90 points  
2 Errors = 70 points  
3+ Errors = 0 points

**UNPLUGGED PLUGS IN**

UnPlugged, a subsidiary of PBA, announces the launch of digital signage technology.

UnPlugged founders have built an interactive, realtime, and wireless TV network that allows brands and customers to communicate via smartphone in venues equipped with UnPlugged Intelligent TVs.

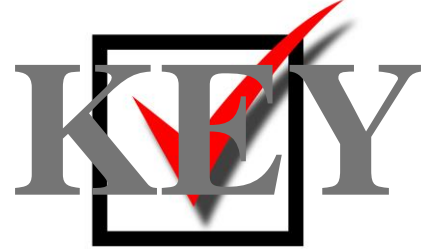
Formed in late November of 2013, the team moved from a garage to a loft downtown and had contracts to install the UnPlugged TV in over 2,000 venues in three weeks, and had 6-figure revenue contracts with advertisers after a month. Two months later, the toddler startup was the digital TV screen provider at the Boston Auto Convention which had over 25,000 people in attendance.

As CEO, Janice Rollo leads a team of four male co-founders and three male employees. Janice knows how to code, too, and the team is very supportive of the growing Girls in Tech and the Girls Who Code movement. Asked what it's like to have a female lead of the male-dominated team, Alex said, "Being a girl versus not being a girl isn't particularly a factor we consider. Our team is our most important asset, and we all live and breathe UnPlugged. In fact, many of our teammates live together in a house in downtown Boston."

###

(Contestant Number)

Job 1



**UNPLUGGED PRICING STRUCTURE**

**Digital Signage**

**Job 2 –Table**  
 0 Errors = 100 points  
 1 Error = 90 points  
 2 Errors = 70 points  
 3+ Errors = 0 points

<b>Value \$149.00 / Month</b>	<b>Pro \$199 / Month</b>	<b>Enterprise Call 1-800-867-5309</b>
32” HD LED Display	42” – 60” HD LED Display	Run your own network with countless screens
Certified Installation available	Certified Installation available	Certified Installation available
Real-time Social Media	Real-time Social Media	Real-time Social Media
--	Themes & Custom Content	Themes & Custom Content
Professional Photography + Design	Professional Photography + Design	Professional Photography + Design
SmartPower™ Technology	SmartPower™ Technology	SmartPower™ Technology
Local Promotions Shown	Local Promotions Shown	Local Promotions Optional

**UNPLUGGED PRICING STRUCTURE**

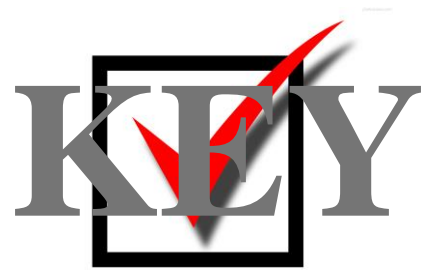
**Defined**

Certified Installation available	Our certified and insured mounters and electricians will take care of the hard work—typically all in a single visit. From wall and ceiling mounts to stands, we will make your UnPlugged display look great, hiding wires and creating a beautiful and seamless experience for your customers.
Real-time Social Media	Easily add your business #hashtags and @handles on our website or your mobile phone, and watch interactions show up on your UnPlugged display in real-time. Choose from Facebook, Twitter, Instagram, Yelp, and Foursquare—or all the above.
Professional Photography + Design	We want your screen to look great in your business. That's why we send out our professional photographers to take beautiful HD photos of your venue, products, and menu items. Our award winning design team then creates stunning content to display on your screen and promote your business.

*Note to graders: The content in Table 1 should be aligned similarly across the three columns. The columns of Table 2 should be keyed with the first smaller than the second as shown. Contestants have been given specific widths but if it is close there is not a need to measure or check the document for specifics. The highlighted words were errors to be corrected.*

Contestant Number

Job 2



Current Date

Ms. Junko Nagasune  
RahAH, Executive Chef and Owner  
5506 Las Vegas Blvd  
Las Vegas, NV 89117

**Job 3 –Letter**

0 Errors = 100 points  
1 Error = 90 points  
2 Errors = 70 points  
3+ Errors = 0 points

Dear Ms. Nagasune

It was a pleasant **surprise** meeting you during the Food and Wine show in Denver this past **fall**. I hope your new restaurant plans are coming along, and I look forward to visiting your restaurant. On behalf of UnPlugged, I am inquiring about the collaboration of advertising in **your** new space on Las Vegas Blvd. As we discussed, UnPlugged will help promote your restaurant to a hyper-targeted customer base through a new and cutting-edge digital form of advertising.

Studies have shown that user engagement in advertising increased brand recall by 3-5 times. UnPlugged screens are powered by users' interactions, giving you incredible results. Because our platform delivers ads in real-time, you can watch your ad go live in hundreds of locations on the same day.

With over 350 locations in more than 40 cities, UnPlugged reaches your target market and can help drive customers to your new location. To get the full effect and understanding of UnPlugged, I have enclosed a **customer key card** that you can activate online at [www.unpluggedbeta.com](http://www.unpluggedbeta.com). This will show you **real-time** information on one of our newest launches. I will be in **Las Vegas**, and I hope that we can collaborate to include UnPlugged in your new location. I look forward to getting together soon.

Sincerely

Roger Meyer  
Marketing Department Manager

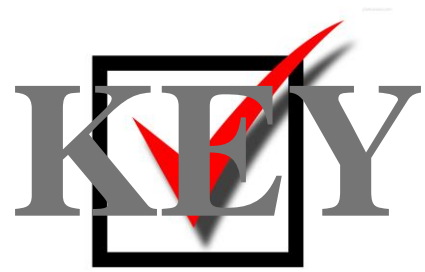
Contestant #

Enclosure

*Note to graders: The hyperlink should be removed. The highlighted words were errors to be corrected.*

c Tom Carlson

Contestant Number  
Job 3



## UNPLUGGED & PROFESIONAL BUSINESS ASSOCIATES

### RahAH Soft Opening

What a privilege and an honor it is to be here this evening representing UnPlugged and Professional Business Associates. Junko has worked tirelessly to conceptualize the most innovative menu, and I am sure you will be pleased with her genius as a chef and with her newest concept restaurant in Las Vegas. UnPlugged is pleased to announce the collaboration of our two companies in the revolutionary market on Intelligent TV's. RahAH is the newest restaurant to join our digital interactive, real time, and wireless TV network.

Tonight enjoy the amazing food and interact with RahAH through #hashtags and @handles on your mobile phone. Pick your favorite app, Facebook, Twitter, Instagram, Yelp, or Foursquare and share your experience with the more than 350 UnPlugged venues worldwide.

Contestant Number  
Job 4

*Note to graders: The highlighted words were errors to be corrected.*

#### Job 4 – Speech

0 Errors = 100 points  
1 Error = 90 points  
2 Errors = 70 points  
3+ Errors = 0 points