

# MANAGEMENT, MARKETING & HUMAN RESOURCES CONCEPTS (591)

—OPEN EVENT—

**REGIONAL – 2017**

## DO NOT WRITE ON TEST BOOKLET

*TOTAL POINTS* \_\_\_\_\_ (100)

**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 sixty (60) minutes testing time

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

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

1. The group responsible for the health and safety of employees in the United States is the:
  - a. Occupational Safety & Health Administration (OSHA)
  - b. American National Standards Institute (ANSI)
  - c. National Institute of Occupational Safety & Health (NIOSH)
  - d. American Conference of Governmental Industrial Hygienist (ACGIH)
  
2. Which of the following compensates an employee that is requesting time off for the birth of his/her child?
  - a. Personal Leave
  - b. Vacation Leave
  - c. Family Medical Leave of Absence
  - d. Sick Leave
  
3. Which act addresses employment discrimination on the basis of race, color, religion or national origin?
  - a. Equal Employment Opportunity Act of 1964
  - b. Title VII of the Civil Rights Act of 1964
  - c. Equal Pay Act of 1963
  - d. Four-Fifths Rule
  
4. What is a target market?
  - a. a group of people most likely to become customers
  - b. a group of people most likely to be similar in age
  - c. a group of people similar to one already identified
  - d. a group of people identified by using market research
  
5. When conducting a SWOT analysis, the internal aspect of the analysis is based on
  - a. sales, advertising, and promotions
  - b. the company's strengths and weaknesses
  - c. political, economic, socio-cultural, and technological factors
  - d. market research findings
  
6. The difference between what a business earns (revenue) and what it spends (costs) is known as
  - a. opportunity cost
  - b. equilibrium price
  - c. expected cost
  - d. profit
  
7. Rent is an example of a(n)
  - a. equilibrium price
  - b. mandatory expense
  - c. fixed cost
  - d. variable cost

8. The three phases of the marketing process are
  - a. directing, controlling, and evaluating
  - b. planning, implementation, and control
  - c. segmenting a market, targeting a group, and promoting a product
  - d. analyzing, performing, and evaluating
  
9. What term is used to describe people born between 1946-1964?
  - a. Generation X
  - b. Generation Y
  - c. Generation Z
  - d. Baby Boom Generation
  
10. A business that uses the money it makes to fund a cause is called a
  - a. global business
  - b. domestic business
  - c. nonprofit business
  - d. for profit business
  
11. Things that get in the way of effective listening are called
  - a. annoyances
  - b. barriers
  - c. enumerations
  - d. feedback
  
12. It is important when doing any business writing, that you know your purpose, your subject, and your
  - a. interest
  - b. jargon
  - c. audience
  - d. setting
  
13. What is cross-training in the business world?
  - a. playing on the company team
  - b. being flexible
  - c. being able to do different tasks on a business team
  - d. training different people in a company
  
14. What is the *most* important part of good customer service?
  - a. keeping customers happy
  - b. taking the customer side
  - c. not losing money
  - d. improving the product or service
  
15. Effective advertisements most often include
  - a. a focal point and lines of force
  - b. the most dominant item at the bottom
  - c. sans serif type and two colors
  - d. a signature at the top

16. In this organization structure, authority originates at the top and moves downward in a line.
  - a. matrix organization
  - b. team organization
  - c. line and staff organization
  - d. line organization
  
17. A detailed look at an organization's financial or other practices is known as a(n)
  - a. standard
  - b. control
  - c. audit
  - d. feedback loop
  
18. When a manager gives guidance to employees to perform tasks, he or she is said to be performing the task of
  - a. planning
  - b. staffing
  - c. organizing
  - d. leading
  
19. Specific information on careers can be found in the
  - a. Occupational Outlook Handbook
  - b. values journal
  - c. resume guide
  - d. special interest log
  
20. Plans that cover a one-year period of time are known as
  - a. short-range plans
  - b. long-range plans
  - c. intermediate plans
  - d. invested plans
  
21. Business people who buy goods for resale include retail buyers and
  - a. industrial buyers
  - b. production planners
  - c. wholesale buyers
  - d. manufacturers
  
22. The main goal of marketers is to keep products in the
  - a. decline stage
  - b. growth stage
  - c. introduction stage
  - d. maturity stage
  
23. What do geographics, demographics, psychographics and product benefits have in common?
  - a. They are methods that can be used to segment a market
  - b. They are examples of mass-marketing approaches
  - c. They are terms used frequently in sales-oriented companies
  - d. They are unrelated to one another and therefore should not be used in combination to market a product

24. The process of reaching goals through the use of human resources, technology, and material resources is called
- management
  - organization
  - empowerment
  - leadership
25. Recruiting, hiring, and providing in-service training programs are responsibilities of the \_\_\_\_\_ department.
- management
  - technology
  - human resources
  - administrative
26. A technique used when a salesperson tries to locate potential customers with little or no direct help is
- feature-benefit selling
  - personal selling
  - extensive selling
  - cold canvassing
27. Customer Relationship Management suggests that
- the sale is the first step in developing a relationship with your customer, not the final one
  - taking payment or taking the order is the last step in the sales process
  - if you did not close the sale today, the sale is lost forever
  - after-sale activities are just that and, as such, not part of the formal sales process
28. Point-of-Purchase displays are designed
- by public relations departments to increase revenue
  - by wholesalers to attract the general public's interest
  - primarily by manufacturers to hold and display their products
  - primarily by retailers to hold and display their products
29. Companies rely on promotion to
- release newsworthy developments about their products
  - engage in a one-way communication to the customer
  - distinguish between public relations and publicity
  - inform people about their products and services
30. Which agency regulates the labeling and safety of food, drugs, and cosmetics sold?
- Consumer Product Safety Commission
  - Food and Drug Administration
  - Federal Trade Commission
  - Occupational Safety & Health Administration

31. What nonprofit organization helps produce public service advertising campaigns for governments and other qualifying groups?
- Ad Council
  - Better Business Bureau
  - Federal Trade Commission
  - Securities and Exchange Commission
32. Direct marketing is a type of advertising directed to
- the general public in an attempt to increase store traffic
  - large retailers in order to convince the retailer to stock the product
  - a mass audience rather than a targeted group of prospects and customers
  - a targeted group of prospects and customers rather than to a mass audience
33. Sales promotion activities designed to get support for a product from manufacturers, wholesalers, and retailers are called
- coupons.
  - sales force promotions.
  - trade promotions.
  - consumer promotions.
34. The opportunity cost of something is
- the dollar value of the item
  - less than the dollar value of the item
  - the cost of your product
  - what you give up to get the item
35. The law of supply says that
- the quantity supplied of a good rises when the prices of the good rises
  - the quantity supplied of a good decreases when the price of the good rises
  - sellers prefer low prices to high prices
  - a seller must have both the willingness and ability to produce a good
36. The headline "Functional, Fashionable, Formidable..." is an example of
- a play on words
  - a paradox
  - a pun
  - an alliteration
37. \_\_\_\_\_ means to understand a person's situation.
- Sympathy
  - Empathy
  - Self-esteem
  - Assertiveness
38. The attributes of a product or service that make it capable of satisfying customer needs are called
- utilities
  - characteristics
  - services
  - benefits

39. Ethical behavior can best be described as
- employee theft
  - falsifying records
  - behaving honestly
  - looking your best
40. The Better Business Bureau handles
- class-action lawsuits
  - complaints against local merchants
  - potentially unsafe products
  - standards for chemicals, cosmetics and medical devices
41. The four P's of marketing include all of the following *except*
- product
  - principle
  - place
  - promotion
42. When demand exceeds supply, \_\_\_\_\_ of products occur.
- shortages
  - surpluses
  - equilibrium
  - abundance
43. \_\_\_\_\_ is at the top of Maslow's Hierarchy of Needs.
- Safety
  - Love/Belonging
  - Esteem
  - Self-actualization
44. In the twenty-first century the four functions of management are:
- monitoring, organizing, suggesting, and accommodating employees
  - planning, organizing, controlling, and leading employees
  - planning, organizing, suggesting, and accommodating employees
  - monitoring, suggesting, journaling, and accommodating employees
45. Goods and services which are sold to other countries are referred to as
- imports
  - domestic goods
  - embargoes
  - exports
46. What is meant by the term "delegation?"
- A system of management that relies on consulting employees before making decisions.
  - The process of using goals as the best way of motivating managers to achieve goals.
  - The giving of tasks by a manager to a subordinate.
  - A style of management developed by Abraham Maslow.

47. An invisible barrier that keeps women and other minorities out of the top-management ranks is called
- glass ceiling
  - mirror image
  - barrier
  - advancement barrier
48. In a SWOT Analysis, the letter O stands for
- Openings
  - Opportunities
  - Occurrences
  - Occasions
49. The process through which goods and services move from concept to the customer is a definition of
- management
  - marketing
  - human resources
  - promotion
50. An *advantage* of recruiting new employees from outside the company is:
- it is cheaper than internal recruitment
  - there is no need to advertise the vacancy
  - it brings in new experience and skills to the company
  - it avoids jealousy within the company





# MANAGEMENT, MARKETING & HUMAN RESOURCES CONCEPTS (591)

—OPEN EVENT—

REGIONAL – 2017

*TOTAL POINTS* \_\_\_\_\_ (100)

**Judges/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.



1	A
2	C
3	A
4	A
5	B
6	D
7	C
8	B
9	D
10	C
11	B
12	C
13	C
14	A
15	A
16	D
17	C
18	D
19	A
20	A
21	C
22	B
23	A
24	A
25	C

26	D
27	A
28	C
29	D
30	B
31	A
32	D
33	C
34	D
35	A
36	D
37	B
38	A
39	C
40	B
41	B
42	A
43	D
44	B
45	D
46	C
47	A
48	B
49	B
50	C