

# MANAGEMENT, MARKETING & HUMAN RESOURCES CONCEPTS (591)

—OPEN EVENT—

**REGIONAL – 2018**

**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. 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.

MANAGEMENT/MARKETING/HUMAN RESOURCES CONCEPTS - OPEN  
REGIONAL 2018

Page 2 of 9

1. The idea that most people seek to meet lower-level needs before they address higher-level needs is most closely associated with \_\_\_\_\_.
  - a. Herzberg
  - b. Maslow
  - c. McClelland
  - d. Fiedler
  
2. The invisible barrier that prevents women and minorities from moving up in the world of business is sometimes called the \_\_\_\_\_.
  - a. glass ceiling
  - b. brick window
  - c. closed door
  - d. broken ladder
  
3. The theory of management that assumes people are basically lazy and will avoid working if they can is \_\_\_\_\_.
  - a. Theory W
  - b. Theory X
  - c. Theory Y
  - d. Theory Z
  
4. The point at which the total cost equals the total revenue is known as the \_\_\_\_\_.
  - a. equalized profit margin
  - b. break-even point
  - c. equalized supply vs. demand point
  - d. fixed cost point
  
5. Which level of management *includes* department heads and district sales managers?
  - a. supervisory management
  - b. senior management
  - c. middle management
  - d. staffing management
  
6. 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
  
7. The interest rate the Federal Reserve charges for loans to member banks is called the \_\_\_\_\_.
  - a. prime rate
  - b. treasury rate
  - c. market rate
  - d. discount rate

8. In a typical loan amortization schedule, the dollar amount of interest paid each period \_\_\_\_\_.
- increases with each payment
  - remains constant with each payment
  - decreases with each payment
  - doubles with each payment
9. The official currency of the United States can properly be classified as \_\_\_\_\_.
- conventional money
  - fiat money
  - commodity money
  - product money
10. The first step in planning a budget is \_\_\_\_\_.
- estimating income
  - setting financial goals
  - listing fixed expenses
  - budgeting for savings
11. A portion of the total sales generated by all the competing companies in a given market is called the \_\_\_\_\_.
- industrial market
  - capitalism
  - market share
  - marketing plan
12. Employment that can be terminated without any reasonable cause by an employer or employee is considered \_\_\_\_\_.
- at-will employment
  - temporary contract work
  - piecework contract
  - non-producing
13. The Delicious Cupcakes company decided to sell its cupcakes in the local hotel bakery. What type of marketing decision was this?
- price
  - place
  - promotion
  - product
14. Which law below guards against false advertising?
- Sherman Act of 1890
  - Clayton Act of 1914
  - Wheeler-Lea Act of 1938
  - Federal Food, Drug, and Cosmetic Act of 1938

15. You can use the \_\_\_\_\_ to roughly estimate how many years a given sum of money must earn at a given compound annual interest rate in order to double that initial amount.
- Rule of 72
  - Rule of 82
  - Rule of 99
  - Rule of 144
16. By law an employer must pay for a portion of \_\_\_\_\_.
- child care
  - Social Security
  - fitness programs
  - legal assistance
17. \_\_\_\_\_ is a region within which trade restrictions are reduced or eliminated.
- Open economy
  - Free market
  - Embargoed region
  - Free trade area
18. TV audience measurement is collected by \_\_\_\_\_.
- Apple Inc.
  - Microsoft
  - Nielsen Media Research
  - US Government
19. An *example* of involuntary separation is \_\_\_\_\_.
- retirement
  - termination
  - transfer
  - resignation
20. Workers who are unemployed because of changing job conditions are known as \_\_\_\_\_ workers.
- displaced
  - downsized
  - disabled
  - deleted
21. A major advantage of a functional organizational structure is that \_\_\_\_\_.
- all of the people with similar jobs will be paid the same salary
  - people working in one function have little interaction with people in other parts of the business
  - people work with others who have the same skills
  - people often become more focused on their specific function than on the success of the whole business

22. During a brainstorming session, \_\_\_\_\_.
- only interesting or realistic ideas are recorded
  - criticism of ideas offered is welcomed
  - explanations and combinations of ideas are encouraged
  - the meeting leader should offer most of the ideas
23. In some retail stores, the salespeople gather sales checks, price tickets, and other paper records of sales and enter the information into the store's inventory system every day. What is such an inventory system called?
- visual inspection
  - point-of-sale
  - stock counting
  - perpetual
24. What is the term for the measure of the amount of goods and services produced using labor and equipment located in a country?
- Gross Domestic Product
  - Gross National Product
  - Standard of Living Index
  - Productivity Index
25. Which agency protects consumers from unfair or deceptive business practices?
- Consumer Product Safety Commission
  - Environmental Protection Agency
  - Federal Trade Commission
  - Food and Drug Administration
26. In a \_\_\_\_\_ plan, employees receive their regular compensation plus a portion of the company's earnings.
- cafeteria
  - profit share
  - straight salary
  - stock options
27. Formal negotiation between unions and management resolves issues through \_\_\_\_\_.
- arbitration
  - collective bargaining
  - litigation
  - strikebreaking
28. Which federal law prohibits job discrimination based on race, color, religion, gender, and national origin?
- Civil Rights Act of 1964
  - Age Discrimination Act of 1967
  - Fair Hiring Act of 1983
  - Americans with Disabilities Act of 1992

29. After new product ideas have been generated, companies will most likely \_\_\_\_\_.  
a. produce a limited quantity of each product and test them to see which are the most popular  
b. develop full marketing strategies for each of them  
c. evaluate the ideas to determine which have the best chance to be successful  
d. determine production procedures for the products
30. A key difference between advertising and publicity is that advertising is \_\_\_\_\_.  
a. personalized promotion and publicity is mass promotion  
b. paid communication and publicity is non-paid  
c. presented through media and publicity is not  
d. always positive and publicity is always negative
31. Taton owns a lawn service. Every few months he leaves flyers detailing his services on the doorsteps of houses in local neighborhoods. What method is Taton using to find new customers?  
a. endless chain  
b. service approach  
c. commercial list  
d. cold canvassing
32. What is the contract term 3/10 net 30 an example of?  
a. special services  
b. psychological pricing  
c. discount pricing  
d. seasonal discount
33. What does a brand name or mark become when it is legally registered?  
a. trademark  
b. licensed brand  
c. trade name  
d. private brand
34. Which government body is responsible for enforcing the 1990 Nutritional Labeling and Education Act, which protects consumers from deceptive labeling?  
a. Consumer Product Safety Commission  
b. Federal Trade Commission  
c. Food and Drug Administration  
d. Justice Department
35. When employees are able to choose benefits that *best* fit their needs on an individual basis, this process is called \_\_\_\_\_.  
a. workers compensation  
b. flexible benefits plan  
c. strategic benefits plan  
d. COBRA plans

36. When companies train employees in dual jobs that are closely related, this method is called \_\_\_\_\_.  
a. job sharing  
b. dual-role responsibilities  
c. expert system  
d. cross-training
37. Mr. Johnson owns and manages a convenience store. His employees report directly to him. He tells them their hours and when their breaks are scheduled. He does *not* allow his employees to choose. Mr. Johnson is a \_\_\_\_\_ leader.  
a. laissez-faire  
b. democratic  
c. Maslowian  
d. autocratic
38. The Equal Pay Act, the Title IX Education Amendment, and the proposed Equal Rights Amendment (ERA) were primarily efforts to improve the status of \_\_\_\_\_.  
a. African Americans  
b. women  
c. Native American Indians  
d. migrant workers
39. When Adam decided to accept the risk of starting and running a business on his own, he was making a decision to be a(n) \_\_\_\_\_.  
a. entrepreneur  
b. limited partner  
c. general partner  
d. franchise
40. A manager who deals effectively with many types of people in many situations exemplifies \_\_\_\_\_.  
a. adaptability  
b. self-actualization  
c. empathy  
d. esteem
41. The way in which people make, distribute, and use their goods and services is known as \_\_\_\_\_.  
a. opportunity cost  
b. short-term goals  
c. economics  
d. long-term goals
42. Which of the ‘five C’s of credit’ require that a person’s assets exceed his or her liabilities?  
a. character  
b. capacity  
c. capital  
d. collateral

43. Standards of behavior that are accepted by society as right versus wrong can also be called \_\_\_\_\_.
- a. ethics
  - b. morals
  - c. behavioral science
  - d. theoretical balance
44. The proportion of the membership needed to conduct official business at a meeting is known as \_\_\_\_\_.
- a. quorum
  - b. Parliamentary Procedure
  - c. majority
  - d. quota
45. A document that outlines the principles of conduct to be used in making decisions within an organization is the \_\_\_\_\_.
- a. Employee Manual
  - b. Code of Ethics
  - c. Job Description
  - d. Career Handbook
46. A group of workers who collectively bargain for rights such as higher wages and better working conditions are \_\_\_\_\_.
- a. lobbyists
  - b. picketers
  - c. co-workers
  - d. unions
47. In the SWOT analysis, the S stands for \_\_\_\_\_.
- a. supervisors
  - b. strengths
  - c. supplies
  - d. services
48. The phase of the business cycle that is characterized by low unemployment with many new businesses starting up is called \_\_\_\_\_.
- a. recession
  - b. depression
  - c. prosperity
  - d. recovery
49. The safety of workers is governed by which of the following laws?
- a. Occupational Safety & Health Act
  - b. Injury Prevention Act
  - c. Safe Workplaces Act
  - d. Fair Rights Act



50. The process of developing, promoting and distributing products or services to satisfy customers' needs and wants is called \_\_\_\_\_.
- a. management
  - b. human resources
  - c. marketing
  - d. accounting



# MANAGEMENT, MARKETING & HUMAN RESOURCES CONCEPTS (591)

—OPEN EVENT—

REGIONAL – 2018

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

**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.

MANAGEMENT/MARKETING/HUMAN RESOURCES CONCEPTS - OPEN  
REGIONAL 2018  
ANSWER KEY  
Page 2 of 2



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

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