

DO NOT WRITE ON TEST



**MANAGEMENT,
MARKETING & HUMAN
RESOURCES CONCEPTS
~OPEN EVENT~**

(591)

REGIONAL 2023

TOTAL POINTS

_____ **100 Points**

Test Time: 60 minutes

GENERAL GUIDELINES:

Failure to adhere to any of the following rules will result in disqualification:

1. Member must hand in this test booklet and all printouts if any. 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 (handwritten, photocopied, or keyed) are allowed in the testing area.
3. Electronic devices will be monitored according to ACT standards.

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

- 1) Dividing a market into several sections of customers is known as _____.
 - A. mass customization
 - B. undifferentiated marketing
 - C. market positioning
 - D. market segmentation
- 2) Successful businesses develop an approach to marketing planning that responds to _____.
 - A. new products
 - B. trends in the industry
 - C. the needs of customers
 - D. market position
- 3) The process of deciding how best to use a business's resources to produce goods or provide services is referred to as _____.
 - A. management
 - B. human resources
 - C. marketing
 - D. business evaluation
- 4) The _____ management is usually not involved in a company's day-to-day problems, but generally sets the direction the company will follow.
 - A. supervisory
 - B. senior
 - C. middle
 - D. staffing
- 5) Distribution includes _____.
 - A. creating a budget for marketing activities
 - B. completing research to develop new products
 - C. advertising and other forms of promotion
 - D. moving products from the producer to locations where customers can buy them
- 6) When a manager measures how the business performs financially, he or she is said to be performing the task of _____.
 - A. organizing
 - B. controlling
 - C. leading
 - D. planning

- 7) As consumers increased their standard of living and had more money to spend, the demand for newer and better products _____.
A. remained the same
B. varied widely
C. increased
D. decreased
- 8) A marketing mix is the blending of three marketing elements—product, distribution, and promotion.
A. True
B. False
- 9) Effective marketing results in _____.
A. higher prices in the long run
B. higher costs and lower profits
C. lower sales volume and greater competition
D. lower prices of products and services for consumers
- 10) The market environment in which a business without competitors operates is _____.
A. a monopoly
B. pure competition
C. an oligopoly
D. monopolistic competition
- 11) If a company understands the marketing concept, its first step will be to _____.
A. develop a product
B. develop a marketing mix
C. identify potential customers and their needs
D. distribute the product
- 12) Management can be ranked in a(n) _____ that groups each management level in order of importance.
A. role position
B. hierarchy
C. principle establishment
D. organizational chart
- 13) Probably the easiest marketing mix element to change is _____.
A. price
B. product
C. placement
D. promotion

- 14) The consumer decision-making process begins when you _____.
A. determine the satisfaction the decision creates
B. identify possible solutions
C. recognize a need
D. evaluate options
- 15) It is *not* legal for businesses to use information obtained from trade and professional associations.
A. True
B. False
- 16) _____ is a set of moral principles or values that govern behavior.
A. Constitution
B. Human resources
C. Social responsibility
D. Ethics
- 17) Information collected for the first time to solve the problem being studied is _____ data.
A. primary
B. secondary
C. biased
D. numerical
- 18) The first level (bottom) of Maslow's Hierarchy of Needs is _____.
A. security
B. esteem
C. physiological
D. social
- 19) Reasons to purchase based on feelings, beliefs, or attitudes are _____ motives.
A. hedonic
B. rational
C. patronage
D. ethical
- 20) _____ directs a company's marketing mix at a large and heterogeneous group of consumers.
A. Advertising
B. Mass marketing
C. Marketing segmentation
D. Market research

- 21) Which of the following is *not* a basis for product positioning?
- A. price and quality
 - B. use or application
 - C. product attribute
 - D. brand name
- 22) When a leader presents group members with a problem situation and asks the group to write down their ideas rather than saying them aloud, he or she is encouraging creativity through _____.
- A. brainstorming
 - B. brainwriting
 - C. wish lists
 - D. multi-dimensional frameworks
- 23) Managers with predominately economic values are most likely to lay off workers _____.
- A. quickly
 - B. slowly
 - C. always
 - D. never
- 24) Competition limits the variety of products that are available to consumers.
- A. True
 - B. False
- 25) In which stage of the product life cycle do profits in the market go down?
- A. introduction
 - B. decline
 - C. growth
 - D. maturity
- 26) A market analysis is often referred to as a(n) _____ analysis.
- A. AIDCA
 - B. EDIO
 - C. SPAM
 - D. SWOT
- 27) The most important part of the marketing plan, in terms of the company's success, is _____.
- A. all the information gathered to create the marketing plan
 - B. development of a marketing strategy
 - C. input from the company's managers
 - D. evaluation of past performance

- 28) Making decisions based on factual information and logical reasoning is _____ decision making.
- A. rational
 - B. intuitive
 - C. management
 - D. team
- 29) _____ strategies deal with the most important aspects of the company's operations and provide overall direction for the company.
- A. Functional
 - B. Business
 - C. Corporate
 - D. Planning
- 30) _____ recruits employees, manages training and compensation, and plans for the future personnel needs.
- A. Human resources
 - B. Marketing
 - C. Management
 - D. Leaders
- 31) A product package serves the dual purpose of promotion and _____.
- A. satisfaction
 - B. design
 - C. protection
 - D. price
- 32) A group of similar products with slight variations in the product mix to satisfy different needs in a market is a _____.
- A. marketing mix
 - B. product line
 - C. product assortment
 - D. product category
- 33) Which of the following is *not* a raw material?
- A. oils
 - B. logs
 - C. grains
 - D. computer chips
- 34) The last step in product development is _____.
- A. product testing
 - B. full-scale introduction of the product into the market
 - C. financial analysis to determine profitability
 - D. asking consumers for their opinions of the new product

- 35) Because people cannot physically touch a service, it is important for the marketer to focus on the benefits customers will receive from using the service.
- A. True
 - B. False
- 36) Businesses that purchase products for resale are _____.
- A. producers
 - B. producers and retailers
 - C. wholesalers and retailers
 - D. wholesalers and producers
- 37) Two types of inventory systems used in businesses are _____.
- A. input and output
 - B. periodic and perpetual
 - C. wholesale and retail
 - D. annual and continuous
- 38) The most flexible major transportation method is _____.
- A. railroads
 - B. air
 - C. ships/boats
 - D. trucks
- 39) _____ is an amount added to the cost of a product to determine the selling price.
- A. Markup
 - B. Gross margin
 - C. Operating cost
 - D. Net profit
- 40) When a business needs to make a case for why customers should buy its product, the promotional goal should be to _____.
- A. inform
 - B. persuade
 - C. remind
 - D. encourage
- 41) The dramatization creative format revolves around people who use the product in a realistic way to solve a problem.
- A. True
 - B. False

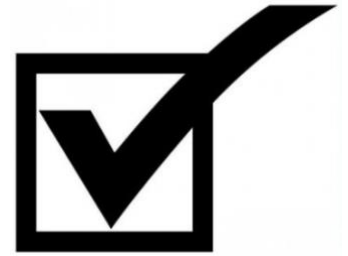
- 42) The pre-approach is included in which step of the selling process?
- A. demonstrate product
 - B. answer customer questions
 - C. determine needs
 - D. the approach
- 43) The difference between the amount of a country's imports and exports is its _____.
- A. gross domestic product
 - B. gross international product
 - C. foreign investments
 - D. balance of trade
- 44) Areas prone to earthquakes pose a(n) _____ risk for companies located there.
- A. pure
 - B. natural
 - C. insurable
 - D. controlled
- 45) Rules or guidelines to be used in a company to make consistent decisions are _____.
- A. plans
 - B. procedures
 - C. policies
 - D. standards
- 46) All of the following are examples of outcomes of companies that do not have a Human Resources Department, *except* _____.
- A. employees do not have plenty of opportunities
 - B. employees will feel valued
 - C. employees will work too many hours
 - D. the work environment has little motivation
- 47) A(n) _____ is a business owned by many people who are considered shareholders.
- A. corporation
 - B. sole proprietorship
 - C. partnership
 - D. LLC
- 48) A(n) _____ statement describes the company's reasons for existing now.
- A. vision
 - B. mission
 - C. objective
 - D. strategic

49) Which of the following is a psychographic characteristic of a consumer?

- A. gender
- B. age
- C. occupation
- D. lifestyle

50) _____ is the degree to which an innovation fits the values and experiences of potential customers.

- A. Relative advantage
- B. Complexity
- C. Compatibility
- D. Divisibility



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