

**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