



Competency-Based  
Competitive Events  
\*Written Exam\*  
for State/Province Use

Test Number 1076  
Booklet Number \_\_\_\_\_

# Marketing Cluster Exam

ADC - Advertising Campaign Event  
AAM - Apparel and Accessories Marketing Series Event  
ASM - Automotive Services Marketing Series Event  
BSM - Business Services Marketing Series Event  
BTDM - Buying and Merchandising Team Decision Making Event  
FMP - Fashion Merchandising Promotion Plan Event  
FMS - Food Marketing Series Event  
MTDM - Marketing Communications Team Decision Making Event  
MMS - Marketing Management Series Event  
PSE - Professional Selling Event  
RMS - Retail Merchandising Series Event  
SEM - Sports and Entertainment Marketing Series Event  
SEPP – Sports and Entertainment Promotion Plan Event  
STDM - Sports and Entertainment Marketing Team Decision Making Event

**INSTRUCTIONS:** This is a timed, comprehensive exam for the occupational area identified above. Do not open this booklet until instructed to do so by the testing monitor. You will have \_\_\_\_\_ minutes to complete all questions.

**CAUTION: Posting these materials on a website is a copyright violation unless specifically authorized by MBAResearch.**

This comprehensive exam was developed by the MBAResearch Center. Items have been randomly selected from the MBAResearch Test-Item Bank and represent a variety of instructional areas. Performance Indicators for this exam are at the prerequisite, career-sustaining, and marketing specialist levels. A descriptive test key, including question sources and answer rationale, has been provided the state DECA advisor.



Copyright © 2013 by Marketing & Business Administration Research and Curriculum Center®, Columbus, Ohio (dba MBAResearch). Each individual test item contained herein is the exclusive property of MBAResearch. Items are licensed only for use as configured within this exam, in its entirety. Use of individual items for any purpose other than as specifically authorized in writing by MBAResearch is prohibited. **Possession of this exam, without written authorization, under any other circumstances is a copyright violation.** Posting to inter- or intranet sites is specifically forbidden unless written permission is obtained prior to posting. Report violations to MBAResearch at 800.448.0398. Permission for reprinting is granted to state DECA Associations authorized by DECA, Inc.

1. One business promising to do something for another business in return for receiving compensation is an example of a
  - A. treaty.
  - B. benefit.
  - C. contract.
  - D. enterprise.
2. A basic principle of procedural due process involves \_\_\_\_\_ before taking action.
  - A. obtaining witnesses
  - B. providing notice
  - C. awarding damages
  - D. creating evidence
3. Channels of distribution allow channel members to share
  - A. equipment.
  - B. profits.
  - C. risk.
  - D. employees.
4. Massimo's Corner Grocery sells a variety of fruits and vegetables to consumers within the community. Massimo's is considered a(n)
  - A. wholesaler.
  - B. retailer.
  - C. agent.
  - D. producer.
5. Radio frequency identification (RFID) increases channel efficiency because it stores product information on a computer chip that is attached to the
  - A. box or container.
  - B. delivery truck's antenna.
  - C. customer's inventory report.
  - D. receiving dock.
6. To assist and support another channel member's sales promotion in a particular area, a producer might work with the channel member to
  - A. coordinate a regional advertising campaign.
  - B. research and develop innovative products.
  - C. identify trends and market shifts.
  - D. develop a reliable accounting system.
7. What does a channel of distribution usually need to be able to manage or avoid conflict within the channel?
  - A. Limited competition
  - B. Updated technology
  - C. Equal authority
  - D. Strong leadership
8. One of the characteristics of effective verbal communication is
  - A. precise speech.
  - B. lack of clarity.
  - C. lack of tact.
  - D. good use of slang.
9. Before DiAnn presents her new idea to her boss, she searches the Internet and jots down two statistics that reinforce the idea. This is an example of
  - A. giving alternative ideas.
  - B. obtaining primary information.
  - C. supporting ideas with research.
  - D. clarifying a new idea.
10. What should you do if you phone an important customer and the customer indicates that you have called at a bad time?
  - A. Offer to schedule a second call.
  - B. Try to continue the conversation.
  - C. Ask the customer to call you back.
  - D. Explain that the call will be short.
11. When businesses need to formalize the information provided to employees, customers, or other businesses, they often use \_\_\_\_\_ communication.
  - A. verbal
  - B. lateral
  - C. upward
  - D. written

12. When writing e-mail correspondence to customers and coworkers, it is important to remember that the messages
- A. should include graphics to hold the reader's interest.
  - B. should be written in an entertaining, informal way.
  - C. are often seen by people other than the recipients.
  - D. are usually deleted as soon as they are read.
13. Which of the following is a characteristic of a persuasive sales message:
- A. Contains loaded language
  - B. Reminds customer of the product
  - C. Discredits the competition
  - D. Makes the product appealing
14. When Brian got a new job, he made sure he knew how to use the cash register, became familiar with all the products and prices, and kept his work station very organized. In which way did Brian demonstrate the customer-service mindset?
- A. Following-up
  - B. Following-through
  - C. Being efficient
  - D. Being accurate
15. Which of the following is the best way to handle slow/methodical customers:
- A. Let them have their say.
  - B. Don't jump to quick conclusions.
  - C. Help them along by not overwhelming them.
  - D. Serve them nonemotionally.
16. What is the most important economic resource?
- A. Equipment
  - B. Minerals
  - C. Energy
  - D. People
17. Which of the following is a reason that natural resources are considered limited:
- A. Some countries are unable to manufacture them.
  - B. Technology has advanced faster than training.
  - C. The earth has certain boundaries.
  - D. People lack training or skills needed to do a job.
18. One of the advantages of a market economy is
- A. freedom of competition.
  - B. absence of taxes.
  - C. government control.
  - D. assigned occupations.
19. Which of the following is not an advantage of labor specialization:
- A. Increased worker efficiency
  - B. Increased interdependency
  - C. Increased production rates
  - D. Simplified training of workers
20. Why is the concept of price stability an effective measurement of the state of the economy?
- A. Matches the effects with the causes
  - B. Reflects the rise in wages and benefits
  - C. Indicates positive and negative trends
  - D. Compares revenues with expenses
21. Which of the following is not a characteristic of the peak phase of a business cycle:
- A. High prices
  - B. High dividends
  - C. High unemployment
  - D. High interest rates
22. Which of the following characteristics describes a person who always arrives at work on time:
- A. Dependable
  - B. Creative
  - C. Honest
  - D. Independent
23. A responsible employee who realizes that s/he has given a fellow employee the wrong answer to a work question would handle the situation by
- A. apologizing and giving the right answer.
  - B. letting the other employee figure it out.
  - C. pretending that s/he gave the right answer.
  - D. refusing to answer questions in the future.

24. One way that businesses can protect the privacy of their customers is to limit the number of employees who have access to the customers'
- A. purchasing history.
  - B. personal information.
  - C. identification code.
  - D. telephone numbers.
25. When you ask coworkers for help and they aren't able to help you, which of the following responses would be most appropriate:
- A. "I guess you don't remember when I helped you."
  - B. "I don't know how I'll ever get done."
  - C. "Thanks anyway; I won't bother you again."
  - D. "Thanks anyway; maybe another time."
26. Which of the following is a characteristic of good visions:
- A. Concrete situations
  - B. Permanent results
  - C. Complicated ideas
  - D. Expensive processes
27. Achievement-oriented people rely on \_\_\_\_\_ to set the standards for their work.
- A. their bosses
  - B. their followers
  - C. their coworkers
  - D. themselves
28. A business manager who wants to lead change in the company needs to be
- A. forceful.
  - B. emotional.
  - C. persuasive.
  - D. conservative.
29. Pedro received a check in the amount of \$432.87 from the Tabor Corporation, a company in which he is a stockholder. This source of income is referred to as
- A. inheritance.
  - B. wages.
  - C. interest.
  - D. dividends.
30. Choosing to buy an item at the check-out counter is often an example of
- A. financial self-control.
  - B. poor use of credit.
  - C. impulsive spending.
  - D. smart shopping.
31. Investors take a risk for the potential of receiving which of the following:
- A. Return
  - B. Prize
  - C. Recognition
  - D. Bonus
32. Electrical storms, floods, and earthquakes are examples of \_\_\_\_\_ risk.
- A. human
  - B. marketing
  - C. natural
  - D. economic
33. A summarization of the total income and expense of a business for a period of time is called
- A. the profit-and-loss statement.
  - B. gross profit.
  - C. cost of goods sold.
  - D. balance sheet.
34. When return on capital is positive, the company is
- A. low on cash.
  - B. losing value.
  - C. growing in value.
  - D. paying out dividends.
35. To make sure that their budgets are effective, what should businesses do with budget information?
- A. Send it to all stockholders
  - B. Provide it to all top managers
  - C. Post it on bulletin boards
  - D. Communicate it to all employees

36. A human-resources manager is reviewing job applications for a marketing position to select which candidates to call for an interview. What process is the human-resources manager performing?
- A. Prospecting
  - B. On-boarding
  - C. Screening
  - D. Negotiating
37. The purpose of using a marketing-information management system to gather data on the activities and new products of other businesses is to
- A. compare warehouse procedures.
  - B. monitor the competition.
  - C. improve stock control.
  - D. analyze promotional methods.
38. Which of the following is an example of a business obtaining marketing information about consumers in a way that might be considered unethical:
- A. Offering a free product in exchange for personal data
  - B. Conducting a random survey
  - C. Sending questionnaires to a specific audience
  - D. Developing a scientific experiment
39. Secondary research is cost-effective for marketers because the data
- A. are incomplete.
  - B. are cheap to purchase.
  - C. are specific.
  - D. already exist.
40. Managers should avoid marketing-research projects that
- A. make little financial sense.
  - B. might give unfavorable results.
  - C. take a long time to complete.
  - D. involve new products.
41. The results of exploratory research are often
- A. unusable.
  - B. specific.
  - C. quantitative.
  - D. qualitative.
42. Marketers draw samples from
- A. current and former employees.
  - B. media stories.
  - C. their target population.
  - D. groups of university students.
43. Marketing researchers would use the Likert rating scale when its questionnaire's statements are designed to measure the respondents'
- A. feelings and knowledge.
  - B. level of agreement.
  - C. specific beliefs.
  - D. level of intuitiveness.
44. Which of the following is a technique that businesses can use to monitor their competitors' activities:
- A. Reading annual reports
  - B. Analyzing economic factors
  - C. Studying regional data
  - D. Reviewing buying motives
45. What is an example of a marketing-research method that is used to collect primary data?
- A. Census data
  - B. Customer survey
  - C. Trade-journal article
  - D. External reports
46. When should researchers ask potentially sensitive questions during an interview?
- A. Toward the end of the interview
  - B. At the beginning of the interview to get them out of the way
  - C. Throughout the interview
  - D. At the mid-point of the interview to allow time for the researcher to build rapport
47. One reason businesses often avoid using open-ended questions as a method of obtaining results from a marketing survey is because the results may be difficult to
- A. enter into a database.
  - B. store for future use.
  - C. code for evaluation.
  - D. distribute to management.

48. It is beneficial to a marketing researcher to use open-ended questions on a survey when
- A. maintaining structure is important.
  - B. the survey is long and technical.
  - C. conducting exploratory research.
  - D. objectivity is an important factor.
49. One of the strengths of using internal sources to collect marketing research information is that the information
- A. pertains directly to the issue.
  - B. is available to outside users.
  - C. relates to industry problems.
  - D. is organized by department.
50. Which of the following is a measure of how happy a customer is:
- A. Customer attitude
  - B. Customer behavior
  - C. Customer satisfaction
  - D. Customer loyalty
51. Changes that occur in the marketplace may cause an established business to \_\_\_\_\_ its marketing strategies.
- A. implement
  - B. identify
  - C. redesign
  - D. publicize
52. Which of the following is an example of market segmentation on the basis of product usage:
- A. What a person's heritage is
  - B. How often a person attends the opera
  - C. What activities a person enjoys
  - D. How old a person is
53. Why is it important for a business to conduct a situational analysis during the marketing planning process?
- A. To identify customers
  - B. To ward off problems
  - C. To forecast expenses
  - D. To redesign products
54. One way for businesses to obtain needed information efficiently is to
- A. read a book.
  - B. schedule an interview.
  - C. access a database.
  - D. contact a competitor.
55. When developing a computer-based presentation, it is important that each slide contain
- A. numerical data.
  - B. colorful graphics.
  - C. key points.
  - D. creative transitions.
56. What must businesses determine during the phases of record keeping?
- A. Which clients will be excluded from the records
  - B. Why employees dislike record keeping
  - C. Where competitors keep their records
  - D. Who will be responsible for record keeping
57. Which of the following is an ongoing population trend that affects how businesses market their goods and services:
- A. Lifestyle
  - B. Consumption
  - C. Behavior
  - D. Migration
58. Companies obtain internal information about their various business activities to operate effectively by monitoring
- A. industry trends.
  - B. trade publications.
  - C. internal records.
  - D. government statistics.
59. Which of the following is a true statement about the term "environment":
- A. It has no affect on your performance.
  - B. It refers only to the earth and its resources.
  - C. It consists of your surroundings.
  - D. It applies to individuals, not businesses.

60. Which of the following is an ethical issue that might affect the operations function:
- A. Flexibility
  - B. Utility
  - C. Creativity
  - D. Quality
61. Determine whether the following statement is true or false: Accidents in the workplace cannot be prevented or reduced.
- A. False, employees can be trained in accident prevention.
  - B. True, employees are always going to make mistakes.
  - C. True, accidents result from human and mechanical error.
  - D. False, accidents caused by malfunctions can be prevented.
62. Protecting company information and intangibles often involves following the rules established to control access to
- A. cash registers.
  - B. inventory methods.
  - C. computer systems.
  - D. storage facilities.
63. Raw materials are transformed into finished goods in the \_\_\_\_\_ process.
- A. production
  - B. promotion
  - C. purchasing
  - D. distribution
64. Many businesses have eliminated free services in order to
- A. increase customer satisfaction.
  - B. control inventory shrinkage.
  - C. be more competitive.
  - D. reduce operating expenses.
65. The most important reason that a business's public restrooms should be thoroughly cleaned on a regular basis is to
- A. protect the health of customers/clients.
  - B. make the fixtures last longer.
  - C. make the restrooms attractive.
  - D. give the business a good image.
66. Before you can reach a goal, you must first \_\_\_\_\_ an appropriate one.
- A. select
  - B. complete
  - C. fulfill
  - D. adjust
67. Which of the following is a technique that you can use to become more creative:
- A. Goal manipulation
  - B. Strong cooperation
  - C. Forced association
  - D. Idea implementation
68. One of the most effective methods of locating job leads is asking for tips from
- A. nonworkers.
  - B. retirees.
  - C. minors.
  - D. friends.
69. Which of the following are the best references to list in a résumé:
- A. Family members
  - B. Former employers
  - C. Coworkers
  - D. Classmates
70. Membership in a local chamber of commerce is \_\_\_\_\_ for marketing businesses.
- A. unimportant
  - B. necessary
  - C. required
  - D. voluntary
71. A business that refuses to raise the price of its goods and services that are in high demand in a certain part of the country because of a natural disaster is being
- A. politically correct.
  - B. economically unsound.
  - C. legally reasonable.
  - D. socially responsible.

72. What technological advancement has allowed consumers to collect the most information for price-comparison shopping?
- A. Internet
  - B. Newspaper
  - C. Catalog
  - D. Telephone
73. Why is it necessary for a business to price its products very carefully?
- A. To create goodwill in the community
  - B. To get a fair share of the market
  - C. To track competitors' activities
  - D. To attract employees to the business
74. Which of the following is the purpose of screening ideas for new products:
- A. To perform a thorough business analysis
  - B. To generate new ideas
  - C. To prepare market research
  - D. To eliminate some ideas
75. What technological advancement has had the greatest impact on the travel, hospitality, recreation, and insurance industries?
- A. Fax machine
  - B. Internet
  - C. Electronic key card
  - D. Interactive television
76. Businesses often identify product opportunities by conducting
- A. idea analysis.
  - B. trend research.
  - C. trial runs.
  - D. production tests.
77. What does the following statement illustrate: The shelf should be 12" inches long and weigh 14 ounces.
- A. Standards
  - B. Grades
  - C. Warranties
  - D. Testimonials
78. When a manufacturer provides a full warranty with a product, it is the manufacturer's responsibility to
- A. limit the time that an implied warranty is good.
  - B. replace or repair a faulty product.
  - C. repair only specific parts if they fail to function.
  - D. refund the purchase price if the product is misused.
79. Which of the following is an example of product bundling:
- A. Garden shop discounting prices of seasonal merchandise
  - B. Business selling computer, printer, and scanner as a unit
  - C. Theme park charging admission and selling ride tickets
  - D. Lumber company selling wood chips as small-animal bedding
80. A business that positions its products as the ones offering the best quality and service for the price might gain a
- A. geographic benefit.
  - B. promotional consideration.
  - C. competitive advantage.
  - D. marketing incentive.
81. Walt Disney has sold the rights to Mickey Mouse and other Walt Disney characters to a company that makes stuffed animals. This is an example of brand
- A. repositioning.
  - B. positioning.
  - C. extension.
  - D. licensing.
82. Corporate branding provides a variety of products and product lines with a common
- A. strategy.
  - B. platform.
  - C. ranking.
  - D. identity.
83. In promotional communication, the feedback that buyers (consumers) give to senders (businesses) is usually in the form of
- A. purchases.
  - B. complaints.
  - C. referrals.
  - D. suggestions.



84. Which of the following newspaper ads would be considered promotional rather than institutional:
- A. A January white sale
  - B. A salute to public-service workers
  - C. A commitment to the United Fund
  - D. A special program on public television
85. Which of the following is an example of a business using unethical promotion:
- A. Developing an advertising campaign about environmental issues
  - B. Exaggerating a product's attributes in an advertisement
  - C. Using several testimonials in a print advertisement
  - D. Placing a product's price in an advertisement
86. Which of the following is typically NOT a penalty imposed upon marketers who run false or deceptive advertisements:
- A. Incarceration
  - B. Cease and desist orders
  - C. Monetary fines
  - D. Corrective advertising
87. What does a business's customers recommending the business to their friends exemplify?
- A. Providing a testimonial
  - B. Word-of-mouth communication
  - C. Verbal assertiveness
  - D. One-on-one selling
88. In what communications channels are holding press conferences and giving interviews used?
- A. Corporate management
  - B. Public relations
  - C. Personal selling
  - D. Target marketing
89. Which of the following parts of a print ad often creates an image that people come to associate with that business:
- A. Photograph
  - B. Illustration
  - C. Headline
  - D. Logotype
90. Which of the following is an activity that is performed by a business's public-relations department:
- A. Selecting media for print and broadcast advertisements
  - B. Researching and developing product prototypes
  - C. Developing job descriptions for employees
  - D. Coordinating speaking engagements for employees
91. One reason why it is important for businesses to use public-relations activities to reach external audiences is to
- A. pass on positive information.
  - B. sell useful products.
  - C. measure the community response.
  - D. compile customer databases.
92. Which of the following components of a promotional plan addresses exactly how a business will achieve its goals:
- A. Situation analysis
  - B. Budget
  - C. Strategy
  - D. Evaluation
93. Which of the following is a promotional activity that should be coordinated with an advertised sales event:
- A. Product displays
  - B. Marketing research
  - C. Stock handling
  - D. Merchandise markdowns
94. What should salespeople be prepared to use, when appropriate, to communicate with customers?
- A. Complex sentences
  - B. Technical terms
  - C. Slang words
  - D. Foreign phrases
95. Because product quality and price can easily be matched, customer service becomes a key component in business
- A. careers.
  - B. competition.
  - C. communications.
  - D. forecasts.

96. Selling policies not only benefit the company by providing guidelines for sales activities, employee actions, and services provided, they also help managers to
- A. assess sales staff performance.
  - B. direct salespersons' responses.
  - C. assist in determining regulations.
  - D. explain policies to potential customers.
97. What is one way that businesses use the technology of electronic data interchange in the selling function?
- A. To identify potential accounts
  - B. To fax sales data to employees
  - C. To communicate with customers
  - D. To access competitors' web sites
98. Which of the following sources of information might provide salespeople with the most information about actual product performance:
- A. Sales displays
  - B. Merchandise labels and tags
  - C. Manufacturers' pamphlets
  - D. Customers
99. During the feature-benefit selling process, it is important for the salesperson to remember that the customers are buying
- A. benefits.
  - B. features.
  - C. attitudes.
  - D. characteristics.
100. Why should managers know how to do the work of the workers they supervise?
- A. To coordinate employees' efforts
  - B. To establish a chain of command
  - C. To create a team spirit among employees
  - D. To have realistic expectations for workers