

Overview

This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing.

This event consists of two parts: an objective test and a performance. The objective test is taken and the top ten (10) individuals scoring the highest on the objective test will advance to the final round and participate in the performance component.

Competencies and Task Lists

<http://www.fbla-pbl.org/docs/ct/FBLA/MARKETING.pdf>

Web Site Resources

- American Marketing Association
<http://www.marketingpower.com/>
- Marketing
<http://www.quickmba.com/marketing/>

MARKETING SAMPLE QUESTIONS

1. Which one of the traditional four "P's" of the marketing mix concerns the various outlets and channels a business uses to distribute its products?
 - a. place
 - b. price
 - c. product
 - d. promotion
2. Which one of the following would be classified as a "quantitative marketing objective"?
 - a. Increase our market share from 20 percent to 27.5 percent.
 - b. Improve our after-sales service.
 - c. Produce products that are better quality than the competition.
 - d. Monitor competitor prices constantly to ensure we are competitive.
3. Which method of distribution is favored by Dell—the leading manufacturer of personal computers?
 - a. agency
 - b. direct selling
 - c. retail
 - d. wholesale
4. How do agents, such as those involved in real estate transactions, usually make their money?
 - a. by taking a commission from the sales they generate
 - b. by buying products and selling them for a profit
 - c. by charging government agencies for all the work performed
 - d. by charging fixed fees for every hour worked
5. Ready-to-go-Meals, a manufacturer of microwavable dinners, want to know what proportion of customers examines the information on their product labels in a supermarket. What is the best way of obtaining this information?
 - a. focus groups
 - b. observation
 - c. telephone survey
 - d. mail survey

-
-
6. Which one of the following models of ethical management style is devoid of ethical principles?
 - a. remorseful management
 - b. moral management
 - c. immoral management
 - d. amoral management
 7. Which one of the following would be considered an external source of a marketing manager's values?
 - a. her loyalty to the company
 - b. her professional values
 - c. her performance based on company objectives
 - d. the way she conforms to company norms
 8. Over the past 30 years, most countries have:
 - a. come to rely less heavily on international trade and marketing
 - b. become more isolated than in the previous 100 years
 - c. come to export less than 10 percent of the GDP
 - d. come to rely more heavily on international trade and marketing
 9. In lesser-developed nations, American businesspeople are often perceived as arrogant and condescending. If true, this may be the result of:
 - a. cultural reactionism
 - b. ethnocentris
 - c. geocentrism
 - d. isolationism
 10. Employee dishonesty is one of the risks that businesses experience. Many businesses guarantee protection from losses that result from this kind of risk by:
 - a. purchasing surety bonds
 - b. hiring well-qualified employees
 - c. installing a security system
 - d. screening employees carefully
 11. The quantity of a product consumers are willing and able to purchase at a specific price is known as:
 - a. resources
 - b. demand
 - c. value
 - d. production
 12. The channels of distribution for a service business are:
 - a. expensive for customers
 - b. short
 - c. long
 - d. composed of many individuals
 13. Generally speaking, what is the most effective method of specialized or high-priced consumer goods?
 - a. telemarketing
 - b. wholesaling
 - c. personal selling
 - d. retailing
 14. If a company is found guilty of deceptive advertising, it may have to pay a fine to:
 - a. its target market
 - b. its customers
 - c. its upper management
 - d. the government

-
15. Often, businesses may decide **not** to enter the international market because:
 - a. it requires too many employees
 - b. the results are not worth the effort
 - c. the process appears to be complicated and difficult
 - d. it is an expensive process

 16. The most difficult challenge facing international marketers is:
 - a. political adjustment
 - b. cultural adjustment
 - c. economic adjustment
 - d. legal adjustment

 17. Information already collected for another purpose that can be used to solve the current problem is:
 - a. primary data
 - b. secondary data
 - c. research data
 - d. data analysis

 18. What is the first step in planning a market research project?
 - a. surfing the Internet for existing data
 - b. getting permission from the holder of the marketing budget
 - c. contacting a market research agency
 - d. defining the research problem

 19. Which of the following is **not** one of the five basic business management functions?
 - a. planning
 - b. delegating
 - c. organizing
 - d. controlling

 20. How do managers assess organizational satisfaction?
 - a. evaluate how well goals are being met
 - b. poll senior management
 - c. survey customers and consumers
 - d. ask the board of directors

 21. Which management function involves assigning responsibility and authority among various departments or divisions?
 - a. staffing
 - b. organizing
 - c. planning
 - d. controlling

 22. Which one of these is **not** a stage of the product life cycle?
 - a. introduction
 - b. maturity
 - c. extinction
 - d. growth

 23. Which one of the following is a benefit to consumers of the exchanges that occur as a result of marketing?
 - a. gaining repeat business
 - b. obtaining items when needed
 - c. making maximum profits
 - d. determining how to meet wants

-
24. Information that is gathered to address a specific issue or problem at hand is known as:
- marketing intelligence data
 - secondary data
 - primary data
 - MIS data
25. When marketing mixes are prepared for different market segments, the strategy is called _____ marketing.
- compartmentalized
 - differentiated
 - directed
 - custom
26. The first stage of the research process is:
- analyzing data
 - selecting a sample of respondents
 - defining the problem
 - planning the research design
27. Marketers who view political forces as being beyond their control are taking a _____ response toward these forces.
- aggressive
 - reactive
 - competitive
 - proactive
28. A liability for unpaid wages that are due to an employee for work performed is an example of:
- wage liability
 - liability for debt, loss, and injury
 - strict liability
 - product liability
29. The increasing move towards selling directly to customers rather than through intermediaries is known as:
- disintermediation
 - channel convergence
 - channel proliferation
 - disaggregation
30. _____ ethics involves studying and characterizing morality as it is.
- Normative
 - Relative
 - Descriptive
 - Existential