

### 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 role play. If competing as a team, the objective test is taken collaboratively by the team. The top fifteen individuals/teams scoring the highest on the objective test will advance to the final round and participate in the role play component. A marketing role-play scenario will be proposed.

### Competencies and Task Lists

<http://www.fbلا-pbl.org/competitive-event/marketing/>

### Website Resources

- American Marketing Association  
<http://www.marketingpower.com/>
- Marketing  
<http://www.quickmba.com/marketing/>
- Business 102: Principles of Marketing - Practice Test.  
[www.study.com](http://www.study.com)
- Principles of Marketing Pretest - ProProfs Quiz  
<https://www.proprofs.com/>
- Marketing Glossary  
[https://www.tutor2u.net/business/marketing/marketing\\_glossary.pdf](https://www.tutor2u.net/business/marketing/marketing_glossary.pdf)

---

## MARKETING SAMPLE QUESTIONS

- 1) Which of the following would be the best example of a market-oriented company?
- A) Business-to-business
  - B) Cell phone companies
  - C) Door-to-door sales
  - D) Car dealers

**Competency:** Basic Marketing Functions

- 2) The main goal of marketing is:
- A) creating and maintaining satisfying relationships
  - B) earning the greatest profit possible
  - C) giving consumers more product choices
  - D) creating a competitive business environment

**Competency:** Basic Marketing Functions

---

3) Nike offers products in footwear, apparel, and equipment. This is called Nike's

- A) product item
- B) product strategy
- C) product mix
- D) product line

**Competency:** Basic Marketing Functions

4) A method for a growing business to diversify risk and capitalize on its established reputation is to use a(n) \_\_\_\_\_ strategy

- A) product line extension
- B) elasticity
- C) logistics
- D) marketing mix

**Competency:** Basic Marketing Functions

5) For what is a trademark designed?

- A) Distinguish a company's goods and services from another.
- B) To keep exclusive rights to the company.
- C) To protect a company from competition for a limited time.
- D) To keep safe information that is not in the public domain.

**Competency:** Basic Marketing Functions

6) A name, symbol, word, or design that identifies a product, service, or company.

- A) copyright
- B) licensed brand
- C) brand
- D) trademark

**Competency:** Basic Marketing Functions

7) The exclusive right to the production or sale of literary, musical, or other artistic work, or to the use of a print or label is called a(n):

- A) copyright
- B) equity
- C) trade name
- D) brand

**Competency:** Basic Marketing Functions

- 
- 8) Internet sales would enable much more widespread \_\_\_\_\_ distribution.
- A) Indirect
  - B) System
  - C) Direct
  - D) Supply

**Competency:** Channels of Distribution

- 9) The most flexible of the major transportation methods for distributing goods is:
- A) ship/water
  - B) trail/rail
  - C) trucks/road
  - D) planes/air

**Competency:** Channels of Distribution

- 10) When is it best for a business to use an exclusive distribution pattern?
- A) it prefers to have its intermediaries promote the product
  - B) it wants the product to be available in all possible locations
  - C) it needs to maintain tight control over a product
  - D) it chooses to eliminate intermediaries

**Competency:** Channels of Distribution

- 11) According to the American Marketing Association code of ethics, the following are all expectations of marketers in the area of promotion **except**:
- A) not using coercion in the marketing channel
  - B) rejection of high-pressure manipulations, or misleading sales tactics
  - C) avoidance of sales promotions that use deception or manipulation
  - D) avoidance of false and misleading advertising

**Competency:** Legal, Ethical, and Social Aspects of Marketing

- 12) What agency is responsible for protecting the public from unreasonable risks of injury that could occur during the use of a product?
- A) Environmental Protection Agency
  - B) Consumer Product Safety Commission
  - C) S. Department of Transportation
  - D) S. Food and Drug Administration

**Competency:** Legal, Ethical, and Social Aspects of Marketing

- 
- 13) Which of the following differentiates advertising from other types of promotion?
- A) Advertising is to remind customers of a product.
  - B) Advertising is any form of communication about an organization's products.
  - C) Advertising attempts to persuade action on the part of consumers.
  - D) Advertising is paid.

**Competency:** Promotion and Advertising Media

- 14) What advertising media reaches large audiences, has a low cost per viewer, but high total cost, can reach highly segmented markets, but also has a strong potential for interference?
- A) Newspapers
  - B) Radio
  - C) Television
  - D) Magazines

**Competency:** Promotion and Advertising Media

- 15) What promotional element is characterized by its flexibility and effectiveness in achieving short-term sales increases?
- A) television advertising
  - B) coupons
  - C) public relations
  - D) direct marketing

**Competency:** Promotion and Advertising Media

- 16) Surveys, focus groups and interviews are methods of what?
- A) Experiments
  - B) Market research
  - C) Observations
  - D) Proposing solutions

**Competency:** Marketing Information, Research, and Planning

- 17) What is a planned set of questions to which people can respond?
- A) Survey
  - B) Observation
  - C) Interview
  - D) Focus group

**Competency:** Marketing Information, Research, and Planning

- 
- 18) All the people in the group a company is interested in studying are known as the:
- A) random sample
  - B) population
  - C) focus group
  - D) sample

**Competency:** Marketing Information, Research, and Planning

- 19) Which of the following would effective marketers use to take full advantage of ecommerce?
- A) Avoid advertising on social media because of the image it portrays.
  - B) Having a site that is optimized for mobile shopping.
  - C) Showing products online, but requiring in-store purchases.

**Competency:** E-Commerce

- 20) Internet advertisements are measured in:
- A) pixels
  - B) centimeters
  - C) millimeters
  - D) inches

**Competency:** E-Commerce

- 21) Competition is decreased when several companies control the entire market for a given product. This is an example of:
- A) an oligopoly
  - B) pure competition
  - C) a monopoly
  - D) a command system

**Competency:** Economics

- 22) What determines what will be produced and sold in a free enterprise system?
- A) Taxes
  - B) Government regulation
  - C) Landowners
  - D) Consumer spending

**Competency:** Economics

- 
- 23) What are economic resources?  
A) Land, oil, water, air  
B) Land, capital, free enterprise  
C) Free enterprise, profit motive, voluntary exchange  
D) Natural resources, capital, equipment, labor

**Competency:** Economics

- 24) What is a social and economic system characterized by social ownership of the means of production and cooperative management of the economy?  
A) Socialism  
B) Free enterprise  
C) Communism  
D) Capitalism

**Competency:** Economics

- 25) How the economy responds to different economic conditions is called:  
A) elasticity  
B) demand  
C) scarcity  
D) feedback

**Competency:** Economics

- 26) A selling situation in which several sales associates or other members of the organization are employed to help the lead sales representative reach all those who influence the purchase decision is known as:  
A) network marketing  
B) cross-selling  
C) team selling  
D) inside selling

**Competency:** Selling and Merchandising

- 27) What are reasons purchases are made based on feelings or beliefs?  
A) Rational motives  
B) Business motives  
C) Patronage motives  
D) Emotional motives

**Competency:** Selling and Merchandising

- 
- 28) An important reason to utilize a sales person as part of the company marketing mix is:
- A) build relationships with customers
  - B) improve product quality
  - C) increase the work force
  - D) reduce marketing department budgets

**Competency:** Selling and Merchandising

- 29) Which of the following would be a good way to handle a customer complaint?
- A) Transfer to someone else
  - B) Passive-aggressively
  - C) Resolve quickly
  - D) Take it personally

**Competency:** Selling and Merchandising

- 30) What is a type of guarantee that a manufacturer makes regarding the condition of a product?
- A) Technical support
  - B) Product warranty
  - C) Service extension
  - D) Service contract

**Competency:** Selling and Merchandising

---

## MARKETING SAMPLE CASE STUDY

### PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes, the timekeeper will stand and hold up a colored card indicating one minute is left, and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. You are proposing to start a new pizza restaurant in a joint venture with the owners of a highly successful local restaurant. They have asked you to present a marketing plan so they will have a comfort level you will be able to generate enough sales for the new location to be profitable. The presentation is interactive with the judges who will ask questions throughout the presentation. The judges will play the role of the owners of the restaurant who are interested in your plans to market the new restaurant local.
4. Each team member will be given two note cards.
5. Cover all the points described in the case and be prepared to answer questions posed by the judges.
6. All team members must participate in the presentation as well as answer the questions.