



Competency Based Competitive Events Written Exam Sample

Business Services Marketing Series



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1. The relationship between a creditor and a debtor is usually based on the debtor's

- A. ability to pay.
- B. billing schedule.
- C. type of account.
- D. pricing method.

2. Which of the following is an example of an employee reinforcing a firm's image through his/her job performance:

- A. A customer waits on the telephone for several minutes while Matt confirms shipping information.
- B. Susan advises her customer that the sofa is only available by special order.
- C. Jack politely asks if his customer would like a beverage while s/he waits for car service.
- D. Angela, a human resources manager, prepares the firm's employee newsletter every month.

3. Why is it often considered unethical to gossip?

- A. May not be courteous
- B. Takes time away from work
- C. Information may be false
- D. Is critical of other people

4. The use of statistical data might present an ethical issue for medical businesses if the information is

- A. perceptive.
- B. documented.
- C. objective.
- D. manipulated.

5. Why does a home-security business analyze and identify its unique selling proposition?

- A. To determine what sets it apart from competitors
- B. To prepare specification sheets for employees
- C. To create attractive advertising campaigns
- D. To manage internal operating procedures

6. Which of the following is a communication technique that supports and encourages a speaker:

- A. Taking notes
- C. Speed reading

B. Active listening D. Making comments

7. One reason why many workers begin their careers in entry-level jobs is because these jobs

- A. offer very low compensation.
- B. require little or no experience.
- C. provide no room for advancement.
- D. are limited to small businesses.

8. What exists when there is a want or need for a good or service, and there is a product idea to fulfill the want or need?

- A. Reasonable competitive advantage
- B. Real market opportunity D. Innovative market opportunity

9. When a professional-services firm considers how it will promote its products, it is determining how to

- A. communicate information about its services.
- B. maximize the number of visitors to its web site.
- C. increase foot traffic at various trade shows.
- D. draw attention to its pricing strategies.

10. Which of the following is an example of a pre-sale opportunity to provide service to customers:

- A. Including a long-term maintenance plan
- B. Processing an order in a timely manner
- C. Arranging for on-the-job training
- D. Making only promises that can be kept

1. A

Ability to pay. The relationship between a creditor and a debtor is usually based on the debtor's ability to pay the creditor the amount that is owed. Businesses offer credit to increase sales; however, they expect customers to repay the debt. Therefore, creditors usually base their decision to offer credit to those who they believe have the ability to pay. Creditors establish a billing schedule and pricing method. They also determine the type of account to offer debtors. These factors do not influence the relationship.

SOURCE: BL:071

SOURCE: Longenecker, J.G., Moore, C.W., & Petty, J.W. (2003). *Small business management: An entrepreneurial emphasis* (12th ed.) [pp. 412-413]. Cincinnati: Thomson/South-Western.

2. C

Jack politely asks if his customer would like a beverage while s/he waits for car service. The manner in which employees perform their tasks is an important factor that affects how customers view a business. When an employee is polite and asks a customer if s/he would like a beverage while waiting for service, the employee is reinforcing a positive view or image of the business. On the other hand, placing a customer on hold, especially if it happens often, might anger the customer and reinforce a negative image of the business. There is not enough information to determine if preparing a newsletter or telling a customer that an item is only available by special order is reinforcing or creating a certain image.

SOURCE: CR:002

SOURCE: Kotler, P., & Armstrong, G. (1999). *Principles of marketing* (8th ed.) [pp. 245, 254-255]. Upper Saddle River, NJ: Prentice Hall.

3. C

Information may be false. Gossiping involves talking about other people or situations and often includes spreading rumors. It is often considered unethical to gossip because the information may be false. When false rumors are spread, people may be hurt by the inaccurate or incorrect information. To be ethical, people should avoid gossiping

rather than risk spreading false information. Gossip is not considered unethical because it often takes time away from work, may not be courteous, and is critical of other people. However, these are other reasons to avoid gossiping.

SOURCE: EI:038

SOURCE: Kimbrell, G., & Vineyard, B.S. (2006). *Succeeding in the world of work* (p. 207). New York: Glencoe/McGraw-Hill.

4. D

Manipulated. Marketing information or facts should be presented in a truthful, objective way. If a researcher takes existing statistics and changes them to support a specific outcome, the researcher might be behaving in a deceptive manner, which is unethical. In some research situations, such as controlled laboratory studies, the researcher manipulates certain variables to determine the effects of the variables. In these situations, the researcher is behaving ethically if the information is reported or documented correctly. Perceptive researchers gain insight from the statistics they gather and interpret.

SOURCE: IM:025

SOURCE: Shao, A. (2002). *Marketing research: An aid to decision making* (2nd ed.) [p. 352]. Mason, OH: South-Western.

5. A

To determine what sets it apart from competitors. Home-security businesses have different strengths and characteristics that they can build on to set themselves apart from competitors and be unique. These strengths and characteristics make up the business's unique selling proposition. Businesses need to analyze and identify their unique selling proposition so they know what makes them unique. Then, they can focus on what is unique to attract customers away from competitors. A business does not analyze and identify its unique selling proposition to prepare specification sheets for employees, to create attractive advertising campaigns, or to manage internal operating procedures.

SOURCE: MK:016

SOURCE: Futrell, C.M. (2001). *Sales management: Teamwork, leadership, and technology* (6th ed.) [pp. 65-67]. Mason, OH: South-Western.

6. B

Active listening. Listening is a communication technique that involves processing and understanding a verbal message. When people actively listen for understanding, they support and encourage a speaker who is attempting to deliver a message. Active listening involves paying attention in order to respond to the speaker. Taking notes and speed reading are not communication techniques. Making comments might encourage a speaker if the comments are appropriate. However, some comments may discourage a speaker.

SOURCE: CO:082

SOURCE: Miculka, J.H. (1999). *Speaking for success* (pp. 37-42). Cincinnati: South-Western Educational.

7. B

Require little or no experience. Entry-level jobs are the beginning point in most occupations because they require little or no experience. Many people entering the workplace for the first time do not have a lot of work experience, if any. Therefore, they often begin their careers in entry-level jobs to gain the experience they need to be able to advance and move up the career ladder. Not all entry-level jobs offer very low compensation. Many entry-level jobs are the stepping stones to advancement once workers have more experience. Entry-level jobs are available in all types of businesses, regardless of size.

SOURCE: PD:034

SOURCE: Bailey, L.J. (2003). *Working: Career success for the 21st century* (3rd ed.) [p. 33]. Mason, OH: South-Western.

8. B

Real market opportunity. An opportunity is a circumstance that presents itself as a favorable means to meet an objective. Real market opportunity requires two circumstances: there must be unmet need or want, and there must be a product idea that will fulfill the unmet want or need. It would not be feasible to come up with a product idea, produce the good or service, and not have anyone interested in purchasing the good or service. In other words, there would not be a "real market" to purchase the product. The competitive advantage is the edge achieved by a business that offers something better than its competitors. If a business has an edge or competitive advantage over its competitors, it is not merely potential or reasonable. Innovative market opportunity is a fictitious term.

SOURCE: PM:127

SOURCE: PM LAP 11—Unleash Your Oh! Zone (Product Idea Generation)

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9. A

Communicate information about its services. A service business is a type of business that performs intangible activities that satisfy the needs and wants of consumers or industrial users. Promotion is the marketing function that businesses use to inform, persuade, or remind customers of their products. Advertising, sales promotion, personal selling, and publicity are types of promotion that service businesses use to communicate product information. Web sites, trade shows, and pricing discounts (sales) are vehicles that businesses use to communicate information about their products.

SOURCE: PR:120

SOURCE: Everard, K.E., & Burrow, J.L. (2001). *Business principles and management* (11th ed.)

[p. 554]. Cincinnati: South-Western.

10. D

Making only promises that can be kept. Salespeople often have many opportunities to provide customer service before the sale. One way salespeople can demonstrate quality customer service before the sale is by making only promises that they can keep. Customers will not forget the promises made to them during sales presentations. If these promises cannot be kept after the sales close, customers will be unhappy and the client relationship may be damaged. Processing an order in a timely manner, arranging for on-the-job training, and including a long-term maintenance plan are examples of post-sale opportunities to provide customer service.

SOURCE: SE:076

SOURCE: SE LAP 130—Go Beyond the Sale