



Competency Based Competitive Events Written Exam Sample

Internet Marketing



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1. Basic torts relating to online businesses often involve disputes concerning

- A. contracts.
- B. assaults.
- C. defamation.
- D. emotional stress.

2. Online distribution methods often are considered to be forms of _____ distribution.

- A. brand
- B. private
- C. asset
- D. direct

3. Why is it important for an e-business's employees to learn how to manage stress?

- A. To prioritize tasks
- B. To remain healthy
- C. To budget time
- D. To achieve goals

4. One way that the use of computer technology benefits human resources management is by

- A. quickly organizing the work load.
- B. speeding up the interviewing process.
- C. electronically processing information.
- D. developing valuable feedback.

5. One way for a marketing researcher to determine if online journals and articles are up-to-date is by

- A. locating the publication date.
- B. accessing the FAQs page.
- C. asking the team leader.
- D. requesting a quotation.

6. Setting the marketing budget is an important step in developing the marketing

- A. strategy.
- B. concept.
- C. plan.
- D. idea.

7. Which of the following is an example of an authentication method in e-commerce:

- A. Cyberlaws
- B. Trademarks
- C. Spiders
- D. Passwords

8. Businesses often use e-commerce as a supplement to traditional

- A. pricing.
- B. advertising.
- C. targeting.
- D. selling.

9. Which of the following is an example of an e-commerce standard:

- A. Site registration procedure
- B. Online intellectual property
- C. Proposed distribution system
- D. Accepted programming language

10. Which of the following are the elements of an advertisement that should be coordinated to make the ad effective:

- A. Headline, illustration, copy, signature
- B. Copy, typeface, color, slogan
- C. Illustration, layout, artwork, text
- D. Signature, slogan, type size, font

1. A

Contracts. Business torts are wrongful actions against a business that cause it harm in some way. Disputes concerning contracts are often the basis for online businesses suing individuals or other online businesses. Many online businesses have contractual arrangements with employees or vendors. If these contracts are broken, the online business might be harmed and seek compensation through the legal system. Basic torts relating to online businesses do not involve disputes concerning assaults, defamation, or emotional stress.

SOURCE: BL:069

SOURCE: Miller, R.L., & Jentz, G.A. (2005). *Fundamentals of business law* (6th ed.) [pp. 82-86].

Mason, OH: Thomson/South-Western.

2. D

Direct. Direct distribution is a channel of distribution in which goods and services move directly from the producer to the consumer or industrial user. In many cases, online distribution is direct because products move from manufacturers to consumers. Also, some products may be provided online, such as newspapers and magazines. In addition, music may be downloaded directly to consumers. Private, asset, and brand are not forms of distribution.

SOURCE: DS:107

SOURCE: Lawrence, F.B., Jennings, D.F., & Reynolds, B.E. (2003). *eDistribution* (pp. 40-41). Mason,

OH: South-Western.

3. B

To remain healthy. Stress is a mental, physical, or emotional feeling of pressure or tension. When stress increases or continues for a period of time, it can have dangerous effects on employees. Many employees who have high levels of stress are more likely to catch colds or the flu. As a result, it is important for employees to learn how to manage stress to remain healthy. Learning how to prioritize tasks and budget time are ways that employees might be able to manage stress. Employees often become stressed when they are trying to achieve goals.

SOURCE: EI:028

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (p. 220). New York: Glencoe/McGraw-Hill.

4. C

Electronically processing information. Human resources management involves gathering and maintaining an enormous amount of information related to employees and their jobs. One way that the use of computer technology benefits human resources management is by electronically processing information. Computer systems are able to store vast amounts of information in databases, allow managers to access and update information when necessary, and organize information according to specific criteria. As a result, fewer employees are needed to process the information and the amount of paperwork is reduced, which saves money for the business. The use of computer technology does not speed up the interview process, quickly organize the work load, or develop valuable feedback.

SOURCE: HR:412

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

[pp. 647-650]. Cincinnati: South-Western.

5. A

Locating the publication date. When marketers obtain secondary data, or information that has been collected for reasons other than the purpose at hand, they must make sure the information is up-to-date and relevant. Some marketers obtain information from online journals and articles. To make sure the information is up-to-date or current according to the research standards, the marketer should look for the article's publication date, which is often included near the author's byline or at the end of the article. A marketer may not be able to determine an article's timeliness by accessing the web-site's FAQ page, asking the company's team leader, or requesting a quotation.

SOURCE: IM:295

SOURCE: Shao, A. (2002). *Marketing research: An aid to decision making* (2nd ed.) [pp. 135-137].

Mason, OH: South-Western.

6. C

Plan. The marketing plan is a set of procedures or strategies for attracting the target customer to a business. Implementing these procedures or strategies costs money. Therefore, businesses set a marketing budget to allocate sufficient funds to cover the cost of implementing the marketing plan. A plan that is not adequately funded will not be able to achieve the business's marketing objectives. The marketing concept is a philosophy of conducting business that is based on the belief that all business activities should be aimed toward satisfying consumer wants and needs while achieving company goals. A marketing strategy is a plan of action for achieving marketing goals and objectives. An idea is a formulated thought resulting from a representation of a concept within the mind.

SOURCE: MP:017

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (p. 35). New York: Glencoe/McGraw-Hill.

7. D

Passwords. Authentication methods in e-commerce are techniques that are used to prove an individual's identity. These methods include passwords, PIN numbers, fingerprints, etc. The intent is to protect the site's security and allow access only to those who have the right to access it. For example, a password on a computer protects unauthorized users from accessing confidential information. By entering the correct password, a user proves his/her identity as someone who has permission to access the system. A trademark is a symbol, design, or word used by a producer to identify a good or service and registered with the government to prevent use by others. Spiders are software programs that visit web pages and provide information to search engines. Cyberlaws are regulations that apply to online activities.

SOURCE: OP:062

SOURCE: Tiernan, B. (2000). *e-tailing* (pp. 182-183). Chicago: Dearborn Financial Publishing, Inc.

8. D

Selling. E-commerce involves buying and selling products online. Many businesses use e-commerce to supplement traditional selling because e-commerce makes it possible for a business to attract customers worldwide. For example, a business with a physical store in one city develops a web site to sell its products online. Traditional selling takes place in the store while the web site allows the business to sell to anyone who has access to the Internet. Businesses do not use e-commerce as a supplement to traditional advertising, targeting, or pricing.

SOURCE: PD:119

SOURCE: Oelkers, D.B. (2002). *E-Commerce: Business 2000* (pp. 4-5). Cincinnati: South-Western Educational.

9. D

Accepted programming language. An e-commerce standard is one that is generally accepted in the industry. An example of an e-commerce standard is an accepted programming language. When a programming language is a standard, there is a standard version that is available to all. Online intellectual property, proposed distribution system, and site registration procedure are not examples of an e-commerce standard.

SOURCE: PM:179

SOURCE: Hanson, W. (2000). *Principles of Internet marketing* (pp. 236-243). Cincinnati: South-Western College.

10. A

Headline, illustration, copy, signature. The four main elements of an advertisement are the headline, illustration, copy, and signature. These elements should be coordinated to make the ad effective and promote the theme of the ad. Each element strengthens the others and guides the reader through the ad. Some ads include a slogan, although a slogan is not one of the elements. Typeface, color, artwork, type size, and font are parts of the layout of the ad rather than elements of an advertisement. Text is another term for copy.

SOURCE: PR:251

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 423-428). New York: Glencoe/McGraw-Hill.