**General Assessment Information**

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**Test Type:** This A*S*K Business Institute certification assessment is a customized assessment for the MBA*Research* and Curriculum Center. This assessment measures technical skills at the occupational level and includes items which gauge factual and theoretical knowledge. This assessment offers a written component and can be used at the secondary level and post-secondary levels. This assessment is delivered entirely through QuadNet™, NOCTI's online testing system.

**Revision Team:** This assessment was developed by MBA*Research* and Curriculum Center, a not-for-profit 501(c)(3) organization operated by 30+ state education departments. Assessment content is based on standards validated by industry professionals throughout the U.S.

**CIP Code**

52.0701 – Entrepreneurship/Entrepreneurial Studies

**Career Cluster 4** - Business Management and Administration

**O*net™**

11-1021.00 – General and Operations Managers

The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!

The A*S*K Institute offers independent proof of learning for and about business, finance, marketing, management, and entrepreneurship. A*S*K certification is a critical tool for serious students of business who wish to document their understanding of key business skills, their willingness to be accountable for their learning, and their interest in positioning for employment and promotion. The Institute operates as a quasi-independent agency providing objective, industry-based proof of learning based on continuing research of the business community. The Institute is administered by MBA*Research* with guidance from a variety of public and private organizations nationwide. www.ASKInstitute.org

NOCTI Partner Assessment
Written Assessment

This written assessment consists of questions to measure an individual's factual theoretical knowledge.

**Administration Time:** 1 hour and 40 minutes  
**Number of Questions:** 100  
**Number of Sessions:** This assessment may be administered in one, two, or three sessions.

### Areas Covered

- **Business Law:** 3%
- **Channel Management:** 2%
- **Customer Relations:** 1%
- **Economics:** 1%
- **Entrepreneurship:** 15%
- **Financial Analysis:** 12%
- **Human Resources Management:** 10%
- **Information Management:** 1%
- **Knowledge Management:** 1%
- **Market Planning:** 7%
- **Marketing-Information Management:** 2%
- **Operations:** 17%
- **Pricing:** 4%
- **Product/Service Management:** 9%
- **Professional Development:** 1%
- **Promotion:** 5%
- **Strategic Management:** 9%
Specific Competencies and Skills Tested in this Assessment

**Business Law**
- Describe legal issues affecting businesses
- Explain the nature of human resources regulations
- Select form of business ownership

**Channel Management**
- Explain the nature of channels of distribution
- Select channels of distribution

**Customer Relations**
- Explain management’s role in customer relations

**Economics**
- Identify the impact of small business/entrepreneurship on market economies

**Entrepreneurship**
- Adapt to changes in business environment
- Assess global trends and opportunities for business ventures
- Assess risks associated with venture
- Assess the need to use external resources for concept development
- Create processes for ongoing business opportunity recognition
- Describe considerations in selecting capital resources
- Describe the use of operating procedures
- Determine feasibility of venture ideas
- Evaluate risk-taking opportunities
- Explain factors to consider in determining a venture's human-resources needs
- Explain methods/processes for organizing work flow
- Explain the complexity of business operations
- Explain the need for entrepreneurial discovery
- Explain tools used by entrepreneurs for venture planning
- Select sources to finance venture creation/start-up

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Specific Competencies and Skills (continued)

Financial Analysis
- Analyze cash-flow patterns
- Calculate financial ratios
- Complete loan application package
- Describe the concept of insurance
- Develop company's/department's budget
- Explain the purposes and importance of obtaining business credit
- Forecast sales
- Interpret financial statements
- Make critical decisions regarding acceptance of bank cards
- Record and report sales tax

Human Resources Management
- Assess employee performance
- Coordinate efforts of cross-functional teams to achieve project/company goals
- Determine hiring needs
- Explain the nature of remedial action
- Orient new employees (management’s roles)
- Plan and organize the work efforts of others
- Screen job applications/resumes
- Select and hire new employees

Information Management
- Conduct an environmental scan to obtain business information

Knowledge Management
- Identify techniques that can be used to capture and transfer knowledge in an organization

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Specific Competencies and Skills (continued)

Market Planning
- Conduct market analysis (market size, area, potential, etc.)
- Develop marketing plan
- Explain the concept of market and market identification
- Explain the concept of marketing strategies
- Explain the role of situational analysis in the marketing-planning process
- Select target market
- Set marketing goals and objectives

Marketing-Information Management
- Analyze market needs and opportunities
- Estimate market share

Operations
- Conduct vendor search
- Describe types of purchase orders
- Describe crucial elements of a quality culture
- Develop expense-control plans
- Establish policies to maintain a non-hostile work environment
- Establish efficient operating systems
- Establish safety policies and procedures
- Explain the nature of overhead/operating costs
- Identify potential security issues
- Manage the bid process in purchasing
- Negotiate terms with vendors in business
- Organize and prioritize work
- Plan maintenance program
- Schedule employees
- Use budgets to control operations

Pricing
- Determine cost of product (breakeven, ROI, markup)
- Explain factors affecting pricing decisions
- Select pricing strategies
- Set prices

(Continued on the following page)
Specific Competencies and Skills (continued)

Product/Service Management
- Create a product/brand plan
- Describe factors used by marketers to position products/businesses
- Develop strategies to position product/business
- Evaluate customer experience
- Explain the concept of product mix
- Identify product to fill customer need
- Select business location

Professional Development
- Explain career opportunities in entrepreneurship

Promotion
- Develop promotional plan for a business
- Evaluate effectiveness of advertising
- Explain the types of advertising media
- Explain the types of promotion
- Select advertising media

Strategic Management
- Analyze operating results in relation to budget/industry
- Define business mission
- Describe the nature of managerial control (control process, types of control, what is controlled)
- Develop action plans
- Develop business plan
- Explain the nature of business plans
- Explain the nature of managerial ethics
- Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.)
Sample Questions

Using Bloom’s taxonomy as the model, questions are being selected to represent all six levels as indicated below:

Knowledge and Comprehension, including definitions, basic information, meaning of basic terms and concepts, and transfer of knowledge into new or different context.

Which major marketing function communicates information to consumers about a business's products?
  A. Promotion
  B. Channel management
  C. Product/Service Management
  D. Pricing

What type of software program allows businesspeople to combine graphics, transparencies, slides, and text for an on-screen display of information?
  A. Application
  B. Publishing
  C. Operating
  D. Presentation

Application and Analysis, including use of information and concepts in hypothetical situations and recognition of meaning as used in various settings and situations.

A tornado destroyed a local business. This is an example of a(n)__________ risk.
  A. pure
  B. uninsurable
  C. speculative
  D. predictable
Sample Questions (continued)

Calculate the total amount of the sale, using a sales-tax rate of 6%:
2 CD ROMs @ $14.95 each
1 CD player @ $39.99 each
1 headphone @ $21.55 each
A. $91.44
B. $95.94
C. $91.34
D. $96.93

Synthesis and Evaluation, including development of conclusions, ideas and recommendations for action based on hypothetical situations and data.

Dan and Sarah are planning to open a business. Sarah is unable to devote full time to daily business operations but plans to provide financial support. Which form of business partnership would you suggest to Sarah?
A. Open
B. Close
C. General
D. Limited

While at work, employees see that a customer has been in an accident. The customer appears to be unconscious. What should they do?
A. Take careful notes
B. Start CPR
C. Call 911
D. Move victim to a more comfortable position