**Test Type:** This Programs of Study assessment is a customized assessment for the MBAResearch and Curriculum Center. Programs of Study assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. This assessment offers a written component and is intended for use at the secondary level. This assessment is delivered entirely through QuadNet™, NOCTI's online testing system.

**Revision Team:** This assessment was developed by MBAResearch 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.

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!

MBAResearch believes that “proof of learning” is the first step toward a future career. Students who successfully complete a research-based assessment put themselves a step ahead of their competitors – for college admission and for beginning substantive careers in business. MBAResearch is proud to be the primary source of industry-validated standards and curriculum for business careers, for many high school and community college business administration curricula, and for many assessments offered here.
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 or two sessions.

Areas Covered

- Business Law: 1%
- Channel Management: 1%
- Communication Skills: 8%
- Economics: 9%
- Emotional Intelligence: 12%
- Entrepreneurship: 7%
- Financial Analysis: 17%
- Human Resource Management: 1%
- Information Management: 8%
- Market Planning: 5%
- Marketing-Information Management: 1%
- Operations: 7%
- Pricing: 3%
- Product/Service Management: 6%
- Professional Development: 8%
- Promotion: 2%
- Selling: 1%
- Strategic Management: 3%
Specific Competencies and Skills Tested in this Assessment

Business Law
• Select form of business ownership

Channel Management
• Explain the nature of channels of distribution

Communication Skills
• Apply written directions to achieve tasks
• Demonstrate active listening skills
• Provide legitimate responses to inquiries
• Handle telephone calls in a businesslike manner
• Make oral presentations
• Utilize note-taking strategies
• Explain the nature of effective written communications
• Select and utilize appropriate formats for professional writing

Economics
• Describe the concepts of economics and economic activities
• Determine economic utilities created by business activities
• Describe types of business activities
• Discuss the global environment in which businesses operate
• Determine the relationship between government and business
• Describe the nature of taxes
• Explain the concept of productivity
• Determine factors affecting business risk
• Explain the economic impact of interest-rate fluctuations

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

Emotional Intelligence
- Assess personal strengths and weaknesses
- Describe the nature of emotional intelligence
- Demonstrate initiative
- Demonstrate responsible behavior
- Exhibit a positive attitude
- Demonstrate self-control
- Demonstrate negotiation skills
- Use conflict-resolution skills
- Explain the concept of leadership
- Demonstrate adaptability
- Foster positive working relationships
- Develop tolerance for ambiguity

Entrepreneurship
- Explain factors to consider in determining a venture’s human-resources needs
- Describe considerations in selecting capital resources
- Explain the need for entrepreneurial discovery
- Use external resources to supplement entrepreneur’s expertise
- Assess opportunities for venture creation
- Determine feasibility of venture ideas
- Assess start-up requirements

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

**Financial Analysis**
- Describe the concept of insurance
- Explain the nature of risk management
- Describe the need for financial information
- Develop a pro forma income statement
- Identify risks associated with obtaining business credit
- Explain the time value of money
- Set financial goals
- Develop personal budget
- Interpret a pay stub
- Demonstrate the wise use of credit
- Protect against identity theft
- Describe types of financial-services providers
- Explain types of investments
- Explain loan evaluation criteria used by lending institutions
- Describe the nature of income statements
- Control debt

**Human Resource Management**
- Determine hiring needs

**Information Management**
- Assess information needs
- Apply information to accomplish a task
- Discuss the nature of information management
- Demonstrate basic web-search skills
- Demonstrate basic database applications
- Demonstrate basic spreadsheet applications
- Describe the nature of business records
- Conduct an environmental scan to obtain business information

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

Market Planning
• Explain the concept of market and market identification
• Identify market segments
• Explain the nature of marketing plans
• Conduct competitive analysis
• Explain the concept of marketing strategies

Marketing-Information Management
• Analyze market needs and opportunities

Operations
• Report noncompliance with business health and safety regulations
• Handle and report emergency situations
• Protect company information and intangibles
• Explain the nature and scope of purchasing
• Select vendors
• Explain the concept of production
• Describe the role of management in the achievement of quality

Pricing
• Explain factors affecting pricing decisions
• Calculate break-even point
• Establish pricing objectives

Product/Service Management
• Explain the nature of corporate branding
• Explain the concept of product mix
• Identify product to fill customer need
• Describe factors used by marketers to position products/businesses
• Communicate core values of product/service
• Develop strategies to position corporate brands
Specific Competencies and Skills (continued)

**Professional Development**
- Set personal goals
- Demonstrate problem-solving skills
- Demonstrate appropriate creativity
- Analyze employer expectations in the business environment
- Explain employment opportunities in business
- Complete a job application
- Prepare a resume
- Maintain appropriate personal appearance

**Promotion**
- Explain the types of promotion
- Explain the types of advertising media

**Selling**
- Explain the nature of stocks

**Strategic Management**
- Define business mission
- Explain the nature of business plans
- Explain external planning considerations
Sample Questions

Payroll expenses are a primary consideration when a business owner decides to
A. hire an employee.
B. increase marketing efforts.
C. sell stock.
D. extend credit.

Calvin is applying for a loan so he can purchase new equipment for his expanding company. What will Calvin need to present to the bank as part of the application process?
A. Copies of the company's invoices
B. The company's financial statements
C. A summary of the company's sales policies
D. Referrals from customers

What type of distribution channel is being used when producers use catalogs to sell consumer products?
A. Supplemental
B. Reformatory
C. Direct
D. Indirect